

# The Billboard

SEPTEMBER 24, 1955 (AP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

## Fairs Fare Fancily In Canada and U. S.

Big Ones Reap Rich Harvest With Peak Gates; Weather, Epidemics Smack Few

By HERB DOTTEN

CHICAGO, Sept. 17.—It's a bountiful year for fairs in the U. S. and Canada.

Some of the biggest have set all-time attendance records. A large number have approached their previous peak gates. Only a few—mainly those which experienced a run of bad weather or the blighting effect of either polio or drought—have suffered sharp attendance drops.

Given good weather, the 10-day Minnesota State Fair at St. Paul—rated a model agricultural exposition—pulled a record-smashing 1,008,101 thru its "everybody pays" gates. This topped by more than 50,000 the previous high of 946,565 set in 1954.

In Missouri, the State Fair at Sedalia notched up attendance of 542,175 that threw the old record of 497,316, established last year, into the discard.

In Colorado the Pueblo-based State Fair set another attendance high, luring some 240,000 persons. In the East, the New York State Fair at Syracuse reported a new record gate of about 462,000 persons.

### Strong Runs

State-operated fairs which fell short of their records but enjoyed strong runs included Indiana's at Indianapolis, with a gate of 590,000; Ohio's at Columbus, which topped the half-million attendance mark; Illinois' at Springfield, with a total estimated at 950,000; Iowa's at Des Moines, which pulled 505,000 persons; Nebraska's at Lincoln, which had a strong run with attendance of about 290,000 despite extreme drought conditions and Michigan's at Detroit which chalked up a count of 786,758.

Kentucky State Fair, Louisville, which closes its eight-day run to-night, was going strong at its half-way mark, with its gate up several percentage points over last year. On the West Coast, the California State Fair at Sacramento felt the effects of a heat wave, yet its gate totalled 752,303.

The biggest of all the annual

## Crowds Rush To Du Quoin

DU QUOIN, Ill., Sept. 17.—In this town of 8,000, remote from any large town, they've built a better mouse trap—the Du Quoin State Fair.

The 10-day event, which closed Labor Day, had total attendance of 414,583 persons, one-day high gate of 83,293.

It offered the tops in attractions—grand circuit harness races, a 100-mile national championship AAA-sanctioned auto race, name stars, topflight talent, etc., all of which cost a bundle, but it paid off.

The folks beat paths to the fair's gates, crowds were excellent thru-out, and on the closing night no fewer than 18,000 persons paid from \$2.50 to \$4.50 each to see George Gobel head a show in front of the grandstand and bleachers.

## NBC, DEALERS, FANS OUT TO PICK HIT DISKS

By JUNE BUNDY

NEW YORK, Sept. 17.—In a move to show that network radio can do as much as the local disk jockey, if not more, in measuring the hit-potential of a new record, NBC is readying a special record-premium promotion on its Friday night "National Radio Fan Club" show (8-10 p.m.).

The plan, conceived by the program's producer, Parker Gibbs, calls for a four-way promotional tie-up between the network, local dealers, local NBC station disk jockeys and record companies.

The plan operates on a straight giveaway principle, with certificates entitling the bearer to one free record handed out to select groups of teen-agers here in the NBC studio and at four dealer stores across the country. Prior to going on the air, the show's emcee, Bill Silbert, will play 15 promising new pop records (screened by Gibbs and his staff out of all new releases for the week) and ask the kids to fill out on the certificate the name of the record they liked best, which can be redeemed later at their local dealer's store.

The four records receiving the most certificate votes will then be played on the air during the program's 9-9:30 p.m. time period the same night, so that teen-agers (assembled in groups of 25 at local dealer stores in four key areas across the country) can also fill in their votes for the record

(Continued on page 12)

## Juke Box Business On Mark for Hot Competitive Race

New Seeburg Machine Fires Gun; Operators All Out to Boost Takes

By BOB DIETMEIER

CHICAGO, Sept. 17.—The entire juke industry—manufacturers, distributors and operators—faces what is shaping up to be the hottest competitive race the industry has ever known, a race in which the entire record business shares a sizable stake.

A battle of numbers among manufacturers, heralded by the J. P. Seeburg Corporation's new 200-selection machine, is expected on a scale unlike that ever seen before—whether or not other manufacturers follow suit.

Reports from a majority of juke box distributors surveyed this week indicate that 1955 sales so far this year were above average, in some cases considerably above the same period last year. Thus, from a distributor's standpoint, competition will be especially keen since operators who bought heavily this year will be harder for distributors to sell next year.

Finally, a large number of operators polled reported that net profit was down for the year to date anywhere from 5 to 20 per cent compared to the same period of 1954, 10 per cent being the most frequently cited figure, tho some operators reported higher grosses. The majority of operators reported net on a par with the same period last year, some re-

ported that takes are up, reports ranging from 3 to 8 per cent.

### Bistro Biz Down

Complicating the whole picture is the fact that while employment and income across the country are at record levels, tavern business on the whole is down, and many people who once frequented local bistros and other spots to play juke boxes have tied up their money in suburban homes and a multitude of appliances.

Operators therefore will be using every merchandising means at their disposal to increase their receipts during the year.

Within two weeks two manufacturers have unveiled new models—Seeburg with 200 and 100-selection machines; AMI, Inc., with 40, 80 and 120-selection units (see Music Machines). Seeburg's announcement last week of its 200-selection machine promptly touched off speculation in the trade that other manufacturers had similar selection machines under wraps or in the planning stage, and that Seeburg's move would speed their debuts.

### EP's: A Key Role

When and if the other manufacturers do show similar capacity juke boxes, the extended play record market is certain to broaden, since EP's would play a key role in a machine of the 200-selection size. Whether or not they do, emphasis for the entire industry would appear to be thrown to selection and proper programming which will be dominant talking points in music machine merchandising in the future—much more so than even in the last year.

A review of 1955 by distributors and operators is significant in evaluating the stiff competition which appears to lie ahead for the whole industry.

### No Money Down

Many distributors polled reported brisk sales, averaging higher

(Continued on page 76)

## Coinmen Don College Beany

NEW YORK, Sept. 17.—It's back to the campus for coin machine executives.

Columbia University's Institute of Arts and Sciences is about to launch eight evening seminars on expanding small businesses, and leading amusement game, juke box and vending machine executives from around the country have been invited to attend.

The classes will be conducted by Theodore H. Silbert, president of Standard Factors Corporation. According to Dr. Russell Potter, director of the Institute, the course is designed for businessmen seeking expansion, but not too sure how to overcome the problems of financing, advertising, distribution, merchandising, production and labor.

## NEWS OF THE WEEK

### Making Pictures for Theaters Interests TV Film Producers . . .

Producers of TV film shows for syndication are evincing increasing interest in getting into the production of feature length films for either TV spectaculars or theaters. Ziv-TV is the outstanding example of this new look. Such a move would break the last straw in the barrier between the TV and theatrical forms of film entertainment. . . . page 5

### Record Industry Helping Flood-Damaged Dealers . . .

Record distributors and manufacturers rush to aid dealers in flood-stricken areas of Connecticut, Pennsylvania and New York. Relief programs include merchandise at sharply reduced rate, "extremely deferred" billing; free point of sale display material. . . . page 11

### ABC-TV's "Film Festival" Getting Big Spot Business . . .

ABC-TV is finding itself in the ironic situation of being by-passed by top national advertisers who are flocking to buy its "Famous Film Festival" from local stations on a national spot basis. . . . page 2

### Dodge Debuts New Models In Carnival Atmosphere . . .

Dodge motors turned to outdoor sites and tricks to introduce its 1956 models. Push button transmissions and hi-fi phono sets were highlighted by fireworks, hell drivers and mid-

way lighting at fairgrounds, race tracks and an amusement park across the nation. . . . page 45

### RCA Victor Off to Fast Start In Fall Record Sales Race . . .

With less package record releases than it issued in its two previous fall promotions, RCA Victor's Best Buy campaign has written initial orders totaling \$2,500,000 at retail level, or \$500,000 more than last year. Of 600,000 units sold, about 100,000 are accounted for by Perry Como's "So Smooth" LP. . . . page 12

### AMI Bows New Juke Box; Plans National Showings . . .

The latest juke box to come off the production lines, AMI's Model G, features new color scheme and speaker system. Showings for operators to get under way within a week. . . . page 76

### DEPARTMENTS AND FEATURES

Amusement Games . . . 88	Merchandise . . . 64
Burlesque . . . 44	Music . . . 11
Carnival . . . 53	Music Charts . . . 20
Circus . . . 62	Music Machines . . . 76
Classified Ads . . . 68	Parks & Pools . . . 49
Coin Machines . . . 70	Pipes . . . 64
Coin Machine Market . . . 80	Radio . . . 11
Coning Events . . . 66	Review Digest . . . 10
Drive-In Theaters . . . 63	Rinks . . . 63
Fairs & Expositions . . . 50	Roadshow Repertoire . . . 63
Final Curtain . . . 44	Routes . . . 48
General Outdoor . . . 45	Television . . . 2
Honor Roll of Hits . . . 20	TV Film . . . 5
Legitimate . . . 10	TV Reviews . . . 8
Letter List . . . 67	Vending Machines . . . 84
Magic . . . 44	

COIN MACHINE FALL OUTLOOK SECTION BEGINS ON PAGE 70

## Bankrollers Flock to ABC's 'Festival,' But Thru Stations

By JACK SINGER

NEW YORK, Sept. 17.—There's an ironic twist to the ABC TV "Famous Film Festival" situation that's bringing out gray hairs in the network's top brass. The Sunday night J. Arthur Rank feature film stanza, which lows tomorrow (18), is attracting advertisers like flies—but not to the network.

Taking advantage of ABC-TV's plan that permits its stations to sell the same spots locally that the network is trying to sell nationally, bankrollers are flocking in droves to pick up the show on a national spot basis. Both WABC-TV, New York, and WBKB, Chicago, have each already racked up an all but complete sellout of the stanza in long-term deals with bankrollers. ABC-TV stations throughout the country reportedly are achieving similar success.

What makes the situation particularly frustrating to the network is that the bankrollers who are buying the show on a spot basis are exactly the ones who are the best prospects for network sponsorship. The WABC sponsor line-up, for instance, consists of: Maxwell House Coffee, Campbell's Frozen Soups, Motorola, Liggett and Myers, Bab-O, Gallo Wine, Helena Rubenstein, B.C. Headache Remedy, and Fresh deodorant. Practically all of these have signed with the station as participating sponsors on the stanza on an every week basis for an entire year.

### Same in Chicago

A similar situation exists at another ABC o&o outlet, WBKB, Chicago. The show is completely sold out there to the following sponsors: Procter and Gamble, Motorola, Maxwell House Coffee, Campbell's Frozen Soups, Simmons Mattress, Chrysler, Montgomery-Ward, Coty and Ibalon Sponges.

It's small comfort to the network, which laid out a sizable hunk of dough to acquire the Rank features,

## 'Fu' Optioned By Red Heart

HOLLYWOOD, Sept. 17.—Red Heart Dog Food, which has been given an option by CBS-TV on the 7:30-8 p.m., Friday slot originally slated for "My Friend Flicka," optioned Studio City TV's "Dr. Fu Manchu" series this week.

It's understood that both the web and the sponsor would want some changes made in the show before it could go on the air. One of the primary reasons for the programming switch would be the price, the net asking \$37,500 for "My Friend Flicka" whereas "Fu Manchu" would come in at approximately \$10,000 less.

## NBC Heavy On Dec. Grid

NEW YORK, Sept. 17.—Beginning December 26, NBC-TV will have a heavy eight days of football billings. The network is programming five important year-end football clashes, four of which have already been sold. CBS-TV and ABC-TV will have one pigskin contest each—the former the Gillette-sponsored Orange Bowl, and the latter the Sugar Bowl.

December 26 Buick and Miller Brewing will co-sponsor the National Professional Football title contest. December 31 Gillette bankrolls the Blue-Grey gridiron Donnybrook. That same afternoon the East-West game takes place (still for sale). On January 2 Dodge has bought the Cotton Bowl, and Gillette will sponsor the Rose Bowl.

to see that they are considered a good buy by so many of the top advertisers in the land.

The primary reason these bankrollers are buying the show on a spot, rather than network basis, is that the spot buy enables them to handpick their markets while a network deal gives them a ready-made list of over 50 must buy markets.

The only risk they take in buying the show on a spot basis is that the network can pre-empt in the event it needs the commercial period for a network sponsor. In that case, the last advertisers to buy the show on a spot basis will be the first ones the station will bounce to make room for the network commercials.

The web is looking forward to the stanza's being received warmly enough by the public to bring in

advertisers for network bankrolling. If the show is successful so that advertisers are frozen out of spot buying participations there may be a reverse trend that will see national sponsors rushing to the network in order to get into the show they can't buy from the stations.

In the meantime, however, the network sales staff finds itself in the peculiar and uncomfortable position of having to compete with its o&o and affiliated stations in selling national advertisers its own show. Tho the stations' deal with ABC-TV calls for the stations to give the network a cut of their sales revenue on the stanza, this is a far cry from the reverse—and more normal—situation of the network's making the sale and cutting the station in on some of the proceeds.

## 'RICHARD, THE THIRD'

# General Foods May Solo on Rank Film

NEW YORK, Sept. 17.—General Foods is evincing substantial interest in the biggest single package ever to be offered by a network to a sponsor — "Richard, the Third," the J. Arthur Rank feature film which stars Sir Lawrence Olivier. NBC-TV is asking between \$800,000 and \$900,000, time and footage, for the three-hour film. Of this, \$250,000 alone will be for time.

Rights for a single run of the picture cost NBC about \$500,000. It will probably not be presented on a weekend, but during the week in a prime time period early in 1956. NBC has toyed with the idea of telecasting the movie in two sections of an hour and a half each, but discarded it.

Should a single sponsor buy the presentation, it would be the second most costly single advertising venture in TV history—being outpaced only by the "Diamond Jubilee" of last season, which was said to have run up a bill of about \$1,000,000 for the electric companies and the electronic industry, the joint sponsors. But it only ran two hours, tho it was on all the major networks.

Other major one-shot extravaganza shows were produced by Ford Motors, the originator, and General Foods, which built one around the musical comedy feats of Rodgers and Hammerstein. These, too, had the benefit of exposure on all the major networks, and cost in the vicinity of \$750,000. Should NBC be unable to sell "Richard" to one client (and it has

plenty of others interested besides General Foods) the show will be offered on a multiple sponsorship basis. The network's main selling pitch consists of a trailer of "Richard," since the final cut version is not yet available. The feature picture, which Olivier also directed, cost about \$2,000,000 to produce.

## Instant Maxwell Hits The Spot—& Sales Zoom

NEW YORK, Sept. 17.—One of the really fantastic success stories of TV is the Instant Maxwell House division of General Foods. The product has finally moved ahead of Procter & Gamble's Tide at Benton & Bowles to become the single heaviest TV spending account in this top agency. In terms of high-turnover, low-unit sale items it spends more than any other account in the house, and practically all of it in TV.

Instant Maxwell House Coffee has budgeted around \$5,000,000 alone for video network time next season. Its TV spot expenditures are not known, but they are estimated at from \$3,000,000 upwards. Latest purchase is a \$300,000 gross three-week saturation campaign on NBC-TV's "Today," "Home" and "Tonight." Two of these shows are daytime, the first time that the product has made so direct a pitch to the housewife.

## MAJORS NIXED NBC SPEC BIDS

HOLLYWOOD, Sept. 17.—An interesting sidelight of the government's 16mm. anti-trust suit against the majors is testimony by RCA President David Sarnoff that NBC-TV Prexy Sylvester (Pat) Weaver negotiated with three companies in an effort to obtain top features for some of the spectaculars this season.

Sarnoff, in a deposition taken in New York, said that talks had been held with Nicholas Schenck of M-G-M, Spyros Skouras of 20th Century-Fox, and the Warner Bros. in an attempt to get feature films.

Prior to obtaining two British films, "The Constant Husband" and "Richard III," for airing on the spectaculars, Sarnoff indicated that Weaver attempted to swing a similar deal with one of the majors. According to Sarnoff, NBC is still trying.

## '64G' Goes Live on Coast-to-Coast Net

HOLLYWOOD, Sept. 17.—CBS-TV has ruled out kinescope for "The \$64,000 Question" and will sked the program live across the country starting November 1. Three-hour delay on the West Coast has to date taken much of the edge off the show with newscasters broadcasting results ahead of time.

Switch takes NBC's "Armstrong-Pontiac Theater" out from under the gun on the Coast and in the Rockies, and places "Question" in the 7-7:30 p.m. station time.

## Instant Maxwell Hits The Spot—& Sales Zoom

According to trade sources, research at Benton & Bowles disclosed awhile ago that spot TV was responsible for an immediate upsurge in sales. Since then Instant Maxwell House has practically stopped using most print media. And whenever a competitive situation arises in a market, General Foods pours on the spots and does a job.

Among the other General Foods products, it is outpaced only by the Jello division of the company, a product whose advertising lends itself more to print media, that is until color TV hits the mass market. Instant Maxwell House now uses four network shows—"December Bride" on CBS-TV, alternate weeks of the "MGM Parade," on ABC-TV, alternate weeks of Roy Rogers, and it has participations and hitchhikes in several others. It is estimated that the product has 50 per cent of the instant coffee market.

## SCOREBOARD: NEW FALL SHOWS

# Movie Studios Stumble on Get-Away; Adult Oaters Click

NEW YORK, Sept. 17.—With the debut of the fall TV season now an accomplished fact, the Madison Avenue advertising fraternity this week was counting up its hits and errors on the basis of the initial reactions by the critical scorekeepers. The consensus seemed to be that the two important movie-makers—Warner Brothers and Metro-Goldwyn-Mayer—have made the biggest initial fumbles; fumbles, of course, which can be redeemed, but fumbles nonetheless.

Both the "MGM Parade" and "Warner Brothers Presents" received a roasting from a large number of critics on the daily news-

papers, especially here where they command so much attention. And, by and large, many top program execs in advertising agencies were inclined to agree with what was said.

The advertising execs were wondering whether this was the beginning of TV's disenchantment with top moviemakers, whether the next few shows in both series would prove substantially better and whether they have misjudged the tastes of the American public and will find that these shows do attract large audiences, in spite of the critics.

Of course, many of the agency execs were mumbling that the

movie studios have used their second teams, both in terms of acting and production talent, to staff these shows. The first show in the "Warner Brothers Presents" series used no names, except for Gig Young who played the host. But it doesn't take TV long to make names and perhaps that is what the film makers are counting on.

With all these studios taking generous plugs for their pictures, there is already beginning to be an upsurge of resentment about this practice. Whether it will be continued depends on the fate of the shows produced by the major film companies. But there is no question (Continued on page 9)

## ABC Giving Up Station Times

NEW YORK, Sept. 17.—ABC-TV, following a policy it established in previous years, is turning some of its unsold network option time periods over to its local stations for local programming.

The first to go is the Monday, 9-9:30 p.m. slot, which the web has all but given up hope of selling in view of the heavy competition it faces from CBS' "I Love Lucy" and NBC's "Medic."

ABC-TV is holding on to its other unsold slots for the while since there's still quite a bit of sales activity going on. Its Tuesday, 10-10:30 p.m. slot will probably be the next to go. Competitive to it is CBS' "\$64,000 Question."

The other time periods the web still has available for sale are Monday, 10-10:30 p.m., and Saturday, 7:30-8 p.m. The latter spot is currently filled by the first half hour of "Ozark Jubilee," but the web wants to cut the show down to an hour.

## Burr Gets Y&R Program Offer

NEW YORK, Sept. 17.—Eugene Burr has been approached by Young & Rubicam to take over as troubleshooter on its daytime video programming. Burr is director of new programming at Dancer-Fitzgerald-Sample and is currently mulling the offer.

His immediate assignment would be "Way of the World," Borden's show which has been a problem to the agency and the client. The program is now in the 4-4:15 p.m. strip. Burr is a veteran TV production executive whose specialty is writing, having been a script editor for Goodson-Todman and Warner Brothers.

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

### Publishers

Roger S. Littleford Jr.  
William D. Littleford

E. W. Evans ..... Pres. & Treas.  
K. Kemper ..... Vice-Pres.  
M. L. Reuter ..... Vice-Pres.  
Lawrence W. Garfo ..... Secy.

### Editors

R. S. Littleford Jr. .... Editor in Chief, New York  
Paul Ackerman ..... Music-Radio Editor, N. Y.  
Herb Doffen ..... Outdoor Editor, Chicago  
Robt. Dietmeier ..... Coin Mach. Editor, Chicago  
Wm. J. Sachs ..... Exec. News Editor, Cincinnati  
Is Horowitz ..... Music-Radio News Editor, N. Y.  
Leon Morse ..... Television News Editor, N. Y.

### Managers and Divisions

E. W. Evans ..... Main Office, Cincinnati  
K. Kemper ..... Music-Radio Division, New York  
Sam Chase ..... Television Division, New York  
Lee Zhitto ..... West Coast TV Division, L.A.  
M. L. Reuter ..... Outdoor Division, Chicago  
Hilmer Stark ..... Coin Mach. Division, Chicago

### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
Phone: DUNbar 1-6450  
New York 36, 1564 Broadway  
W. D. Littleford  
Phone: PLaza 7-2800  
Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CENtral 6-8761  
Hollywood 28, 6000 Sunset Blvd.  
Sam Abbott  
Phone: HOLlywood 9-5831  
St. Louis 1, 390 Arcade Building  
Frank B. Jeerling  
Phone: CHEstnut 1-0443  
Washington 5, 1426 G St., N.W.  
News Bureau  
Phone: NATIONAL 8-4749

### Advertising Managers

Outdoor-Misc. .... C. J. Latscha, Cincinnati  
Music-Radio ..... Dan Collins, New York  
Television ..... Andrew Csida, New York  
Coin Machine ..... Hilmer Stark, Chicago

### Circulation Department

B. A. Bruns, Director ..... Cincinnati  
Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1955 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, one year, \$6.50, and Vend, the monthly magazine of automatic merchandising, one year, \$4.

Vol. 67 No. 39

**THE BILLBOARD SCOREBOARD**

**New TV Spot Campaigns—  
Who Bought Them Where**

A guide for TV stations and advertisers on new contracts set from August 28 thru September 3

The following data is tabulated from a weekly survey of all U. S. TV stations made by The Billboard. It shows the national spot commercial campaigns set on those stations during the survey week, regardless of the starting air date of those campaigns.

**NATIONAL SUMMARY**  
(Campaigns placed in more than one region)

Product and Advertiser	Product and Advertiser
Agilon Stretch Nylon Yarn, Deering-Miliken	Folger's Coffee, J. A. Folger
Alliance Antenna Rotor, Alliance Mfg.	Ford Cars & Trucks, Ford Motors
Bab-O, B. T. Babbitt	Four Way Cold Tablets, Grove Labs.
Black Cough Drops, Smith Bros.	Helena Rubenstein Beauty Preparation, Helena Rubenstein, Inc.
Bulova Watch & Radio, Bulova Watch Co.	Hunt Club Meal, Standard Brands
DeSoto Motor Cars, DeSoto Div. of Chrysler Corp.	Mattresses, Simmons Co.
Dromedary Food Products, Hill Bros.	Nytol, Block Drug
Eveready Batteries, National Carbon	Peak Anti-Freeze, Commercial Solvents
Ex-Lax, Laxative, Ex-Lax, Inc.	Pontiac Automobiles, Pontiac Motor Div.
	Sunshine Biscuit, Sunshine Biscuit, Inc.

**REGIONAL SUMMARIES**

**Eastern**

Alliance Antenna Rotor, Alliance Mfg.	Junket Powders, Junket Brand Foods Div.
Alka Seltzer, Miles Labs.	Kiwi Shoe Polish, Kiwi Polish
Anahist, Anahist Co.	Life Magazine, Time, Inc.
Answer Cake Flour, General Mills	Motorola Radio & Television, Motorola, Inc.
Bab-O, B. T. Babbitt	Nestle Instant Coffee, Nestle Co.
Baked Beans, Friend Bros.	Old Spice Men's Shaving Lotion, Shulton, Inc.
Bayuk Cigars, Bayuk Cigars, Inc.	Paint Rollers, Rolliton Products
Borden's Instant Coffee, Borden Co.	Peak & Norway Anti-Freeze, Commercial Solvents
Cheer, Procter & Gamble	Piel's Beer, Piel Bros.
Decaf Coffee, Nestle Co.	Scott's Emulsion, Harold F. Ritchie
Ehler's Coffee, Albert Ehlers, Inc.	Simmons Mattresses, Simmons Co.
Ford Cars & Trucks, Ford Motor	Sky Candy Bar, N. E. Confectionary Co.
Gaines Dog Food, Gaines Div. of General Foods	Spearmint Chewing Gum, Wrigley Co.
Gallo Wines, E. J. Gallo Winery	Sunshine Biscuit, Sunshine Biscuit Inc.
Glim Cleaner, B. T. Babbitt	Va-Tra-Nol, Nose Drops, Vick Chemical
Hunt Club Meal, Standard Brands	
Instant Maxwell House Coffee, Maxwell House Div. of General Foods	

**Southern**

Agilon Stretch Nylon Yarn, Deering-Miliken & Co.	Hunt Club Meal, Standard Brands
B-N-B Mushrooms, Grocery Store Products	Luzianne Coffee & Tea, Reily & Co.
Bulova Watches & Radios, Bulova Watch Co.	Mounds Candy Bar, Peter Paul
DeSoto Motor Cars, DeSoto Div. of Chrysler Corp.	Nadinola Cream, National Toilet Co.
Dromedary Food Products, Hill Bros.	Northern Tissue, Marathon Corp.
Eveready Batteries, National Carbon	Nytol, Block Drug
Folger's Coffee, J. A. Folger	Oldsmobile Motor Cars, Oldsmobile Div.
Four Way Cold Tablets, Grove Laboratories	Old Judge Coffee & Tea, Old Judge Foods Corp.
Ford Cars & Trucks, Ford Motor	Peak Anti-Freeze, Commercial Solvents
Gleem Toothpaste, Procter & Gamble	Pontiac Automobiles, Pontiac Motor Div.
Greyhound Lines, Greyhound Corp.	Prell Shampoo, Procter & Gamble
Helena Rubenstein Beauty Preparations, Helena Rubenstein, Inc.	Robin Hood Flour, International Milling
Hosiery, Burlington Mills	Snowdrift, Wesson Oil & Snowdrift Sales
	Super Anahist Tablets, Anahist Co.
	Valspar Varnish & Paints, Valspar Corp.

**Midwestern**

Agilon Stretch Nylon Yarn, Deering-Miliken	LeHigh Acres, Grant Co.
Anti-Freeze, Commercial Solvents	Mattresses, Simmons Co.
Apples, Michigan State Apple Comm.	Murphy Concentrate, Murphy Products
Burger Beer, Burger Brewing	Norway Anti-Freeze, Commercial Solvents
Cameo Hosiery, Burlington Mills	Nutrena Dog Food, Nutrena Mills, Inc.
Cattle Feed, Pfizer, Inc.	Oramist, Rilling Dermetics, Inc.
Clorets Chlorophyll Gum, American Chiclet	Peak Anti-Freeze, Commercial Solvents
Coco Wheats & Flour, Little Crow Milling	Peak Kill, Cook Chemical
Cosmetics, Shulton	Pears, Prunes & Peaches, Washington State Fruit Comm.
D-X Gasoline, D-X Sunray Corp.	Pfeiffer's Famous Beer, Pfeiffer Brewing
Dromedary Cakes, Hill Bros.	Pontiac Automobiles, Pontiac Motor Div.
Ex-Lax, Laxative, Ex-Lax, Inc.	Prestone, National Carbon Co.
Folger's Coffee, J. A. Folger	Ralston Purina, Ralston Purina Co.
Ford Cars & Trucks, Ford Motor	Smith Bros. Cough Drops, Smith Bros.
Grant Tool, Grant Co.	Sunshine Biscuits, Sunshine Biscuit Co.
Hacksaw, Grant Co.	Telephone Service, Ohio Bell Telephone
Hunt Club Meal, Standard Brands	Vegetable Slicers, Grant Co.
Kool Cigarettes, Brown & Williamson	

**Southwestern**

A-1 Beer, Arizona Brewing	Ford Cars & Trucks, Ford Motor
Bab-O, B. T. Babbitt	Four Way Cold Tablets, Grove Laboratories
Burgermeister Beer, San Francisco Brewing	Leslie Salt, Leslie Salt Co.
Delta Pine Cotton Seed, Delta Pine Cotton Seed Co.	Maryland Club Coffee, Duncan Coffee
Eveready Batteries, National Carbon	Mattresses, Simmons Co.
Folger's Coffee, J. A. Folger	Pontiac Automobiles, Pontiac Motor Div.
	Wild Root Hair Oil, Wild Root Co.

**Rocky Mountain & West Coast**

Alber's Flapjacks, Albers Milling	Instant Maxwell House Coffee, General Foods
Alliance Antenna Rotor, Alliance Mfg.	Italian Swiss Wine, Italian Swiss Colony
Black Cough Drops, Smith Bros.	Maytag Household Appliances, Maytag Co.
Bulova Watches & Radios, Bulova Watch Co.	Nucoa Margarine, Best Foods
Campbell's Soups & Food Products, Campbell Soup Co.	Nytol, Block Drug
DeSoto Motor Cars, DeSoto Div. of Chrysler Corp.	Pommerelle Wine, Pommerelle Winery
Ex-Lax, Ex-Lax, Inc.	Pontiac Automobiles, Pontiac Motor Div.
Flex-Let Watch Bands, Flex-Let Corp.	Pop Corn, TV Time
Ford Cars & Trucks, Northwest Ford Dealers	RDX Reducing Aid, Lo-Calory Food Co.
Freezers, Amanna Co.	Schick Electric Shaver, Schick Co.
Hazel Bishop Lipstick, Hazel Bishop, Inc.	Soil-Off Paint Cleaner, S.O.S. Co.
Helena Rubenstein Beauty Preparation, Helena Rubenstein	Transportation, Great Northern Railroad

**TINT DRAMA**

**NBC-TV to  
Shoot Own  
In H'wood**

HOLLYWOOD, Sept. 17. — Plans are now under foot for NBC-TV to film three of its hour-long "Matinee" dramas in color, utilizing the web's own facilities, Vice-President and programming exec Fred W. Wile Jr. revealed today.

The move would be taken under the new agreement with NABET permitting film production by the network. NBC-TV has already converted one of its old live studios to film in Hollywood, and will shoot the Graucho Marx Show there this fall.

Wile expects that the "Matinee" films will be the first color footage to be used by NBC outside the spectaculars. The net presently does not have any regular series produced in color, altho consideration is now being given to converting one or two to tint.

NBC's Burbank color studio is booked solid for the entire season, and has, in fact, been divided in two by a temporary partition to permit continuous production. The "Matinee" films will be used when the show is pushed out by one of the specs or the Milton Berle hour.

Construction of a second color studio at Burbank in the not too distant future is also indicated by

**TNT Fights Melon,  
May Be Dynamite!**

NEW YORK, Sept. 17. — Nate Halpern's Theater Network Television is expected to slice a juicy melon in its coverage of the Rocky Marciano - Archie Moore heavy-weight title fight next Tuesday (20). The fattest payday in theater TV annals is expected to produce upward of \$420,000 for TNT, \$168,000 for the International Boxing Club, which is staging the match; another \$168,000 for titlist Marciano and \$84,000 for challenger Moore. The 127 theaters in 92 cities which will carry the bout will split another estimated \$420,000 among themselves.

These figures are based upon the reported division of the theater TV take, currently expected to go above \$1,250,000. All houses are expected to be SRO, based upon advance sale, with the possible exception of Memphis, which alone in the nation seems to regard the fight with apathy.

Using a gross base of \$1,260,000, the basic cut is understood to be equal among TNT, IBC and the theaters—or \$420,000 each, if the gross reaches the anticipated

Wile, with Norman Bell Geddes already having drawn up plans for the building.

amount. The usual deal is for the theaters to get 50 per cent, and IBC-TNT to divide the other half, but Marciano's manager, Al Weill, is reported to have insisted upon the revised cut. The reason is that both fighters get their share out of the IBC end, with Marciano getting 40 per cent of that slice, Moore getting 20 per cent and IBC retaining 40 per cent.

**Charges Split**  
Out of the TNT share, Halpern must pay for the line charges, while the theaters foot the bill for local loops to the movie emporiums.

With a gate for the fight believed likely to climb over the million-dollar mark, the event may become a \$2,000,000 or better affair. It certainly will be the biggest yet for Halpern's TNT, which had its largest previous hook-up in its coverage of the Marciano-Don Cockell fight four months ago, with 83 houses in 59 cities. Theaters are doing a hot business, with tickets selling from a low of \$2.50 to a high of \$7.20, with the average somewhere around \$3.50. All of New York City and parts of New England are blacked out to stimulate in-person attendance.

**News in Brief**

**BAB-O BUYS 13 OF  
'MATINEE THEATER' . . .**

NBC-TV pulled in another bankroller for its "Matinee Theater," the hour-long afternoon live drama series it's going to air across the board. The new sponsor is Bab-O, which bought 13 participations in the show. Procter & Gamble, Motorola and Alcoa had previously paced to bankroll the stanza.

**'SUPER CIRCUS' MOVING  
TO N. Y. FROM CHI . . .**

"Super Circus," the ABC-TV kiddie stanza which will celebrate its seventh anniversary next month by moving its origination site from Chicago to New York, is three-fourths open for sponsorship following the bow-out of Kellogg and Dixie Cup from the bankrolling line-up. Chunky Chocolate comes in next week. Programming plans on the show, when it moves to New York, calls for alternating format and talent every other week.

**PLANS FADE FOR  
BOM CLUB SERIES . . .**

NBC-TV has just about given up on the sale of its projected "Book of the Month Club" dramatic series. The show was to go into the Sunday afternoon, 4-5:30 time period with "Wide, Wide, World," Maurice Evans and the operas, but has been crowded out by plans to program the first show twice monthly, and by the fact that it took so long to sell WWW.

**ONE SET LEFT ON  
GARRY MOORE SHOW . . .**

CBS's Garry Moore show has only an alternate quarter hour left for sale. Certa Mattress is the latest bankroller to pick up a piece of the show.

**WABD-WTTG TRANSFER  
OKAYED BY FCC . . .**

The Federal Communication Commission gave its official approval to the transfer of WABD, New York, and WTTG, Washington, to the Du Mont Broadcasting Corporation, the new company being formed by "spinning off" stock of the Du Mont Lab parent corporation. A stockholders' meeting scheduled for October 13 is expected to approve the plan. Both stations' billings this year are far ahead of their last year's figures.

**WBNS HELPS PROMOTE  
ITALIAN RELATIONS . . .**

WBNS-TV, Columbus, O., is playing an important role in cementing relations between the U. S. and Italy. The station is devoting a lot of its time and effort toward promoting good will between the people of Genoa, Italy, and Columbus, O., via the presentation of a statue of Columbus, by the Genoans, to the Columbians. The statue will be unveiled October 12 by Vice-President Nixon.

**MONEY-SAVING SUBSCRIPTION ORDER**

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed  Bill me 884

Name \_\_\_\_\_  
Occupation or Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

**AMERICA'S  
10<sup>TH</sup> TV  
MARKET**

**MR. CHANNELS**

**316,000  
WATTS**

**WGAL-TV  
LANCASTER, PENNA.  
NBC and CBS**

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3 1/2 million people who have \$5 1/2 billion to spend each year — America's 10th TV Market.

**STEINMAN STATION**  
Clair McCollough, Pres.

Representatives:  
**MEEKER TV, INC.**  
New York Chicago  
Los Angeles San Francisco

This One  
 HOFX-T4N-JY8X

WHO'LL BE LEFT?

# 'Circus' N. Y. Switch Adds to Chi Woes

CHICAGO, Sept. 17.—ABC-TV's switching of the origination point of its "Super Circus" stanza from this city to New York next month has further accentuated a problem that's got the local TV industry here on the verge of desperation.

The flight of "Super Circus" is the latest move of a network show from this city, once an important center for the creation and production of web programming. There are only two network stanzas now remaining in Chicago—NBC's "Zoo Parade" and ABC's "Kukla, Fran and Ollie." If the program

evacuation trend continues, Chicago will be left completely barren of network television stanzas.

James E. Jewell, of Jewell Radio and Television Productions, who is president of Chicago Unlimited, is currently working on a project to combat the withdrawal of network programming. Jewell's organization is planning to urge the Chicago Association of Commerce and Industry to support a CU campaign to "strengthen and bolster the television, radio, film and record activity in Chicago."

Most of the major radio and television sponsors in this area are members of CACI. CU's plan is to induce these sponsors to divert a share of their radio and TV advertising dollars into Chicago channels and help promote Chicago as an originating point for network shows.

According to Jewell, representatives of CACI have "agreed in principle that drastic curtailment of broadcasting and telecasting and allied business would eventually constitute a major threat to the general welfare and prosperity of Chicago and vicinity."

## TRENDEX TOP 10 TV WEB SHOWS

(September 1-7, 1955)

\*Indicates Film

Rank	Show & Web	Rating
1.	\$64,000 Question, CBS	40.3
2.	I've Got a Secret, CBS	25.3
3.	Toast of the Town, CBS	24.8
4.	Video Theater, NBC	24.5
5.	Spotlight Playhouse, CBS	23.8
6.	Robert Montgomery, NBC	22.5
7.	*Medic, NBC	22.3
8.	Two for the Money, CBS	21.6
9.	*Dragnet's Best, NBC	21.2
10.	Person to Person, CBS	20.9



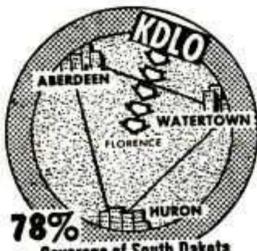
NOW!

## TWIN JOE FLOYDS

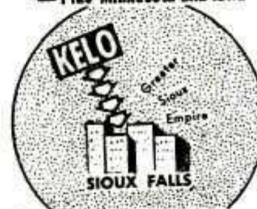
One Helluva Combination!

Yes, Joe has created a whole new, choice market... 78,000 single-station homes in the Aberdeen-Watertown-Huron triangle, with all eyes on the Floyd-operated KDLO-TV. Add that to Joe's spectacularly popular KELO-TV, Sioux Falls, and you get twice the audience reach, twice the enthusiastic sell, two big markets for your one buy across the board.

Micro-Link Interconnected  
24 Hours Every Day



78% Coverage of South Dakota — Plus Minnesota and Iowa



# KELO-TV

JOE FLOYD, President  
EVANS NORD, Gen'l Mgr.  
LARRY BENTSON, Vice-Pres.

Represented by H-R TELEVISION

NBC PRIMARY  
CBS • ABC • Du MONT

## 'NBC Opera' Up for Rock Bottom Price

NEW YORK, Sept. 17. — The "NBC-TV Opera Theater" is being offered at rock-bottom prices in an effort to snag a client. The package of six Sunday afternoon operas, plus an extra half-hour show, can be bought for \$750,000 time and talent and will boast a line-up of over 100 stations, the largest in its history.

Among the operas will be Gian-Carlo Menotti's Christmas classic "Amahl and the Night Visitor," Mozart's "Magic Flute," Puccini's "Madame Butterfly," Tchaikovsky's "Eugen Onegin" and two others. The operas will alternate with "Wide, Wide, World" and the Maurice Evans show which should help build its audiences. The network is throwing all its merchandising weight behind the package.

NEW YORK, Sept. 17.—General Teleradio's Film division is reported close to a national deal on the 20-odd cartoons out of the short-subject library it recently acquired, most of it out of the Rank Organization.

The deal is said to be with NBC-TV, which would place them on "Howdy Doody."

## PULSE TOP 20 TV WEB SHOWS

(August, 1955)

\*Indicates Film

Rank	Show & Web	Rating
1.	\$64,000 Question, CBS	40.6
2.	Toast of the Town, CBS	32.8
3.	*Dragnet, NBC	29.8
4.	This Is Your Life, NBC	25.2
5.	*G. E. Theater, CBS	24.4
6.	Lux Video Theater, NBC	24.4
7.	I've Got a Secret, CBS	24.3
8.	*Best of Groucho, NBC	23.5
9.	Two for the Money, CBS	23.4
10.	*Ford Theater, NBC	22.4
11.	Godfrey's Talent Scouts, CBS	21.8
12.	*Stage 7, CBS	20.7
13.	*Disneyland, ABC	20.4
14.	Robert Montgomery, NBC	20.3
15.	Burns and Allen, CBS	20.1
16.	*Four Star Playhouse, CBS	19.7
17.	What's My Line?, CBS	19.6
18.	*Millionaire, CBS	19.4
19.	Climax, CBS	19.3
20.	*Private Secretary, CBS	19.1

## NATIONAL ASSOCIATION OF CAGWRITERS

### Comedy Workshop

for 11th Consecutive Year meets every WEDNESDAY NIGHT at the MALIN STUDIOS 225 W. 46th St., New York City 8 to 11 p.m. to develop comedy writers and comedians for radio-television.

COMEDY WORKSHOP units now meet in Miami, Chicago, Cleveland and other key cities. For information about participating in your city, write GEORGE Q. LEWIS, P.O. Box 835, Grand Central Station, New York 17, N. Y.

## ADVISORY BOARD SURVEY:

# Views on Rate Slices; Other Ideas to Up Biz



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

Despite the fact that spot TV business is expected to be up about 30 per cent this season, the consensus of the Editorial Advisory Board is that this branch of TV is in need of therapy. The major problem the board mentioned in last week's installment was the matter of availabilities that is opening and keeping good time. Far behind that were the problems of (1) price and (2) research and data.

This week the board was asked if it saw the need for a reduction in spot rates in any situations, as has been suggested in trade circles on a few recent occasions.

Of course this question was of highest interest to stations, and they dominated the voting. Only one station had no opinion. Only five were for an increase. An overwhelming 45 registered a loud "no."

That was enough to swing the over-all total to the negative. But note that category-by-category voting was strictly according to special interests. The ad agencies and sponsors were strongly in favor of spot rate reductions.

That would seem to bring us back to where we started. The vote represents the usual bargaining difference between buyer and seller. Neither side was much inclined to bolster its argument with cries of distress. Only four stations said a rate reduction would drive them to the wall financially. Only two advertisers and one agency argued that spot rates were too high for smaller spenders.

For the stations it might be said their comments were more concentrated and more vehement.

The gist of their arguments was that present rates are justified. Seven stations pointed out that their spot rates were lower than or on a par with their network rates. Five stations pointed out that their circulation has been going up, indicating an increase rather than a decrease in rates. Two stations argued that their spot rates offered a value better than newspapers.

In contrast, the advertiser and agency comments were scattered. One agency voted "yes, unless more than 20 seconds of commercial time can be provided at breaks." Another "yes" because there was so much multiple spotting at chain breaks. Two noted that spots are not as good a value as half hours, comparing rate with sales effectiveness.

One Western food company, in voting against a rate reduction, said, "In most markets they are sold out and therefore rates must be close to value else advertisers would not buy."

The board was further asked what it would suggest to stations to help them get more spot business.

### STATIONS SAY . . .

ROY E. MORGAN, executive vice-president, WILK-TV, Wilkes-Barre, Pa.: "If our rates go down, we might as well go out of business. All I can foresee points to increased costs which would make a reduction of spot rates prohibitive. If I had any answer to this question (getting more national spot business), we wouldn't have to pull our belts so tight."



WAGSTAFF

WALTER E. WAGSTAFF, vice-president, KIDO-TV, Boise, Idaho: "Much closer contact with the local representatives of the national advertisers (is needed). All stations give lip service to working with the local representative, but not one station in a dozen does it intensively enough or intelligently enough."

JOHN J. KEENAN, commercial manager, WSJV, Elkhart, Ind.: "Television is more than competitive with newspapers. Newspaper rates are going up and readership down. I suggest a well planned program of 'over the counter' merchandising and sales promotion."

HARTWELL CAMPBELL, manager, WNCT, Greenville, N. C.: "Have just noticed an advertisement by the Mutual Network giving cost per commercial minute as \$1.78—our cost for TV is less than this so why reduce? If anything, an increase is in order."

### ADVERTISERS AND AGENCIES SAY . . .

PAUL G. PFLAMMER, advertising manager, RENUZIT HOME PRODUCTS, Philadelphia: "Yes (spot rates reduction is in order), but care should be taken on how low! A lowering of price always brings in more customers, but it can also jeopardize the value of the commodity."

The big station plea was for bigger and better merchandising, promotion and salesmanship for spots. A total of 17 stations made this point. Along the same line, another five stations recommended they stop selling on the basis of ratings and start talking about effectiveness.

Another four stations declared that the best hope for more spot business was to marshal behind the Television Bureau of Advertising. Three stations and one agency said a uniform and simpler rate structure was needed, a point that was brought out in last week's installment.

The major advertiser suggestion was that fewer spots be jammed together at chain breaks. Five agencies and two advertisers made this suggestion. It is a point which also came out last week, in which the board was asked to name the major problem they encounter in spot buying. Those who put it in the form of a suggestion did not make clear how this would help stations get more spot business.

On the more positive side, two agencies suggested that stations run more spot carrying programs.

Only one station cited a need for stronger programming. But this same point—newer and better shows—was made by two ad agencies, two producers and three distributors.

To sum up this survey of trade attitudes toward current spot business, we quote one station manager's questionnaire which seems to hit all points neatly. This station man, who did not want to be cited, voted that spot business is healthy "but needs continuing therapy to remain so. These are unusual boom times," he said. "Do not be complacent."

This manager voted in favor of rate reductions, stating, "Original rates were set up by pre-freeze stations. Many were practically monopolies. Different now. Rates not realistic."

His suggestion: "A yearly contract to which insertion orders are applied. Less agency paper work. Combine all 10's and 20's for quantity discount. Be competitive to networks on rates."

## HOW THEY VOTED

Do you think a reduction in stations' spot rates is in order?

	Yes	No	No Opinion
Networks and Stations	19	45	1
Ad Agencies	18	2	4
Network Sponsors	4	1	—
Regional, Local and Spot Advertisers	5	3	3
Distributors	4	4	4
Producers, Labs, Equipment	8	1	3
Grand Total	44	56	15

KEITH MATHERS, television director, LOWE RUNKLE COMPANY, Oklahoma City: "They (stations) should hold tight to station option time—as if their life depended on it! Keep net option time within its bounds with no ands or buts."



ROTHMAN

S. LAWRENCE ROTHMAN, television director, S. LAWRENCE ROTHMAN ADVERTISING, Pittsburgh: "The price of spots is out of line. For example, we can buy a five-minute Class A program time for \$300—at the same time a one minute spot costs \$255."

FRANK M. KNIGHT JR., television director, THE RICHARD A. FOLEY AGENCY, Philadelphia: "The Starch study showed spots garnered less audience than show plugs. How can stations charge more for them?"

### PRODUCERS AND DISTRIBUTORS SAY . . .

REUB KAUFMAN, GUILD FILMS, New York: "Prices should be raised so that sponsors will stop trying to get free rides and go back to sponsoring shows."

JOHN I. BOLEN, FOUNDATION FILMS, Pasadena, Calif.: "Many potential sponsors still do not appreciate the potential that TV offers them, and an educational program by the stations is indicated in this respect."

DWIGHT W. MARTIN, vice-president and director film division, GENERAL TELERADIO, New York: "Stations (should) make a more concerted effort toward aggressive sales of spot participations. This would include particularizing the sale of spots within certain programs as opposed to the sale of run of schedule spots."

NEXT WEEK—The TV Editorial Advisory Board will tell: ITS ATTITUDE TOWARD BRITISH AND DUBBED MOVIES

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Teens

and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Teens Per 100 Homes	Avg. July Rtg.
1	Science Fiction Theater (Ziv)	33	9.6
2	Foreign Intrigue (C)	29	9.3
2	Kit Carson (Coca-C)	29	5.8
2	Little Rascals (Interstate)	29	9.6
2	Renfrew of the Mounted (Bagnall)	29	3.3
2	Superman (Flamingo)	29	10.9
2	Terry and the Pirates (Official)	29	4.6
2	Victory at Sea (NBC)	29	8.2
9	Cisco Kid (Ziv)	28	9.4
9	Joe Palooka (Guild)	28	4.5
9	Soldiers of Fortune (Seven Up)	28	7.7
9	Times Square Playhouse (Ziv)	28	4.1
13	Meet Corliss Archer (Ziv)	26	9.1
13	Life of Riley (NBC)	26	16.4
13	Range Rider (CBS)	26	7.9
16	Abbott and Costello (MCA)	24	7.6
16	Annie Oakley (CBS)	24	10.9
16	Badge 714 (NBC)	24	15.4
16	China Smith (NTA)	24	4.1
16	Cowboy G-Men (Flamingo)	24	4.9
16	Death Valley Days (Pacific Borax)	24	12.4
16	Gene Autry (CBS)	24	10.2
16	Inspector Mark Saber (Koch)	24	5.3
16	Liberace (Guild)	24	10.1
16	Mayor of the Town (MCA)	24	10.2
16	My Hero (Official)	24	6.0
16	Wild Bill Hickok (Flamingo)	24	10.4

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Kiddies

and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. July Rtg.
1	Annie Oakley (CBS)	102	10.9
2	Little Rascals (Interstate)	99	9.6
3	Abbott and Costello (MCA)	98	7.6
3	Ramar of the Jungle (TPA)	98	7.7
5	Range Rider (CBS)	94	7.9
6	Superman (Flamingo)	93	10.9
6	Hopalong Cassidy (NBC)	93	8.9
8	Wild Bill Hickok (Flamingo)	91	10.4
9	Terry and the Pirates (Official)	90	4.6
10	Cowboy G-Men (Flamingo)	89	4.9
10	Gene Autry (CBS)	89	10.2
10	Kit Carson (Coca-Cola)	89	5.8
13	Cisco Kid (Ziv)	88	9.4
14	Badge 714 (NBC)	82	15.4
15	Soldiers of Fortune (Seven-Up)	81	7.7
16	Renfrew of the Mounted (Bagnall)	63	3.3
17	Victory at Sea (NBC)	54	8.2
18	Death Valley Days (Pacific Borax)	49	12.4
19	Meet Corliss Archer (Ziv)	44	9.1
20	All Star Theater (Screen Gems)	41	5.2
21	Joe Palooka (Guild)	39	4.5
21	China Smith (NTA)	39	4.1
23	Boston Blackie (Ziv)	34	9.8
24	I Led Three Lives (Ziv)	33	13.4
25	Amos 'n' Andy (CBS)	32	9.1

TWO CAN PLAY THIS GAME

TV Film Boys Plan Specs, Entry Into Movie Business

NEW YORK, Sept. 17.—Having watched the big-show revolution on the networks, the producers and distributors of TV film for syndication are coming to the conclusion that they can play this game, too. If the networks can get across shows an hour and a half long, the TV film fraternity is not against turning out 90-minute shows for syndication. If the major motion picture companies think they can invade the TV business, many a TV film outfit considers itself every bit as well equipped to get into the theatrical business.

Of course a number of TV film

producers have come from the ranks of motion pictures. But video's own baby, Ziv Television Programs, is now known to be giving serious consideration to producing feature length films. They would be designed for TV showing first of all. But the possibility of theatrical release would certainly be in the background.

Ziv-tacular

A spokesman for Ziv said that it has been toying with the idea of producing a "Ziv-tacular" for some time and that the only thing that has really prevented it from starting to shoot it is the current pre-

occupation with half-hour production.

Meanwhile, Guild Films has also made known its intention of producing 90-minute films for TV.

Such a move by Ziv or Guild might be considered the breaking of the last straw in the barrier between the theatrical and TV forms of film entertainment.

The convictions seem to be spreading among film producers that it is not only possible but advisable to work both the TV and theatrical side of the entertainment fence.

One sign of this is that some of the newly formed video film production companies, such as Gannaway-Ver Halen recently, immediately announced their intention of producing for both fields.

Ziv Viewpoint

It seems to be Ziv's contention that it can play the movies' game better than the movies can play theirs. Midst all the trade excitement about the majors' entry into TV, Ziv's voice has been heard to warn that this jungle is as thorny as theirs. In coming into TV, the movie companies are entering an oversupplied market. But should it invade theaters, Ziv would find an under-supplied business to cash in on.

In its years in TV, Ziv—as well (Continued on page 7)

16MM. ANALYSIS

No Features Flood If Govt. Wins Suit

HOLLYWOOD, Sept. 17.—There will be no sudden flood of feature films into television from the major motion picture companies. This is the opinion of key persons involved in the United States government 16mm. film anti-trust suit against the majors, scheduled to start September 20.

The above opinion was rendered on the supposition that the government would win its suit. In many quarters, however, it is believed that the government will have difficulty proving its case. To win, it must show that the companies acted in concert, or conspired, to prevent feature films from going on television. To prove that each one did so individually means nothing.

Drawn-Out Case

Samuel Flatow, attorney for the government, expects the case to be in court for months, and that it will be several more months after that before Judge Leon R. Yankwich renders an opinion. It's estimated, therefore, that it will be a year before a decision is announced in the lower court. If the picture companies lose they are almost certain to appeal, so that a final verdict may not be reached until 1957 or 1958.

With the situation in television as fluid as it is, it would be foolish even to speculate what a government victory at that time might mean. Even today, before films could be released, protracted negotiations with various guilds would be necessary. It is interesting to note, therefore, that the government cannot force a picture company and a guild to come to an agreement. All it can require is that negotiations be held in "good faith."

Further, even upon the conclusion of these, the companies would have a period of grace, two years in the case of Republic (see story elsewhere this issue) before having to license a single film for TV. Another factor is that the government (Continued on page 7)

Republic Pix Signs In Govt. 16mm. Suit

HOLLYWOOD, Sept. 17.—The consent decree signed this week by Republic Pictures in the government's 16mm. film anti-trust suit against the majors was merely a paper acknowledgment of a situation that already exists, both sides agreed this week.

The decree calls for Republic to release to television 80 per cent of its feature pictures made before August 1, 1948. The company has already done so, and will issue the few that it has left in this category probably by the end of the year.

Concerning features made after the 1948 date, 25 per cent of pix in release three years must be made available to TV two years after completion of negotiations with various guilds. Thereafter, 50 per cent of product released during the three preceding years must be licensed for television.

In the Republic case, therefore, the important factor now becomes the negotiations with the guilds, especially the Screen Actors' Guild. Republic has about 200 post-1948 pix in its vaults, and, according to Earl Collins, president of Holly-

wood TV Service, the company's television distribution subsidiary will start releasing them as soon as possible.

In the only agreement covering post-1948 pictures signed to date, that between Allied Artists (Monogram) and SAG, the actors get 12.55 per cent of original salary for pix grossing less than \$20,000 on television and 15 per cent for those grossing over that amount. None of these pix, however, had large talent budgets, Collins contends, and is backed by others that this kind of split would be impossible on major features with such stars as John Wayne, et. al.

Further, 5 per cent of the gross goes to the American Federation of Musicians, with other guilds, especially writers and directors, expected to ask for cuts also.

The situation is complicated even more by the fact that some stars have percentages in the pictures, and others have clauses specifically preventing the pix from being shown on TV.

According to government attorney Samuel Flatow, it would only have complicated the case if Republic had remained a defendant, and he wanted the company eased out of it. Republic was included in the first place only because it was a manufacturer of 16mm. films, not because of its TV policy.

C-S Has Four Pix in Works

HOLLYWOOD, Sept. 17.—Schedule of four pilots to be filmed in approximately six weeks has been set up by Conne-Stephens Productions, company which has been inactive since completing "T-Men in Action" last summer. Films will be shot at General Service Studios.

The quartet are "Arabian Nights," based on the tales; "The Sheriff"; a series about the legal profession, and a kid western. The company this week hired Harry Ruskin as story editor.

MCA-TV Packages 'Sea Hawk' Series

HOLLYWOOD, Sept. 17.—MCA-TV has started packaging a new series titled "The Sea Hawk," skedded to be an ocean-going adventure show. Presentation film

Psst! It So Happens Screen Gem, TPA Men Are in L. A.

HOLLYWOOD, Sept. 17.—All parties necessary to effect a merger of Television Programs of America and Screen Gems converged on Hollywood this week. Ostensibly they all had sound reasons of their own for being here at this time. But the imminence of a merger was in the air. None of those queried would deny that it is still being studied, but they refused to discuss it any further. It was denied that anything has been signed yet, contrary to earlier trade reports.

Two weeks ago, spokesmen for both sides said that their original discussions had turned up prob-

lems that would effectively block any merger at this juncture. It now seems that the lawyers have been busily trying to solve these very problems. Chief among them is probably Edward Small's tax structure. Small, who owns about 50 per cent of TPA, would undoubtedly require a favorable capital gains deal to sell out his share. Internal Revenue's opinion under the new tax law might be one thing holding up conclusion of the deal.

Who's on First

With the imminence of a merger, it is still a question who would be taking over whom on the operational level. This would probably depend on whether the original inspiration for this move from the Columbia Pictures side came from Screen Gems boss Ralph Cohn or

Columbia chiefs Harry and Jack Cohn.

Both levels would have ample motive for seeking such a merger.

Ralph Cohn has long been known to have ambitions of building a TV film empire. By such an accomplishment he would show up Columbia toppers in their early doubts about the efficacy of a TV operation. If it is he who instigated these negotiations, then it is likely that he and his sales manager, John Mitchell, would emerge dominant in the merged operation.

On the other hand, Columbia's financial structure has made it advisable to make new capital investments. Along this line, it has recently enlarged its real estate holdings. The absorption of TPA (Continued on page 9)

'Star & Story' Snags \$1.35 Mil

HOLLYWOOD, Sept. 17.—Four Star Productions' "The Star and the Story," one of the few dramatic anthologies ever to be placed in first-run syndication, grossed \$1,350,000 during its first year, it was revealed today. This compares more than favorably with what the series could have garnered from a national sale.

Official Films syndicates the programs, which so far has been placed in 60 United States and eight Canadian markets. Principal sponsor has been Rheingold Beer, which picks up the tab in California and New York markets.

# NARTB Meet Keyed To Sen. TV Report

WASHINGTON, Sept. 17.—Repercussions from the recent Senate juvenile delinquency report on TV programming were evident in the outcome of a two-day session of the NARTB Code Review Board here last week, with heaviest emphasis on the need to supervise TV film.

Expanded monitoring and a new method of supervising any film programming which violates the NARTB Code of Good Practice was announced by board chairman G. Richard Shafto. "In the future," he said, "all code subscribers will be notified when the board and staff find, upon review, that such programs may not be consistent with the recommendations contained in the code." After formal complaint has been made about any given broadcast, the broadcasters will be asked to review the offending film with a view toward "self-regulation."

While crediting film producers

with good intentions, Shafto added: "Some of the film suppliers obviously are distributing product which was made before the code was established—product designed for theater exhibition, rather than in the home."

A preliminary NARTB report on the Juvenile Delinquency Committee findings rebukes some of the conclusions as "based upon the improper premise that voluntary industry effort such as this should be—in a sense—'regulatory.'" Shafto claims that "such a thesis does not hold in other similar professional efforts . . . and we do not believe it should apply in the broadcasting industry." Shafto praised other helpful aspects of the Committee recommendations and promised a complete report on the Delinquency Subcommittee's findings in January, with Edward H. Bronson, director of TV code affairs, supervising.

The code review staff is also looking into the excess use of film "trailer" insertions advertising theater film attractions on programs already using their maximum in the way of commercials.

# 'Donovan' Gets Regional Sale

NEW YORK, Sept. 17.—The NBC Film division this week racked up another regional sale of "Steve Donovan, Western Marshal." The Quality Bakers of America bought it for five markets where it will be sponsored by its various subsidiaries—Regan Bakeries in Minneapolis, Strohmann Bros. Company in Altoona, Pa., and Purity Baking for Champaign-Urbana, Rockford and Peoria, Ill.

Other "Steve Donovan" regionals were sewed up with the Langedorf Bakers for 13 Pacific Coast markets, Brock Candy for seven major Southeastern markets and with the Williamson Candy Company and the Rice Sausage Company.

# Cinema-Vue Takes Cinepix Cartoons, 1-2-Reel Comedies

NEW YORK, Sept. 17.—Cinema-Vue this week took over distribution of the 100 cartoons and 100 one and two-reel comedies that had been handled by Cinepix. It is expected that the Westerns, features and other product out of the latter's vaults will later also go over to Cinema-Vue, making Cinepix inoperative as a separate entity.

Frank Smith, who had been running Cinepix, has moved over to the new firm as vice-president under his brother, Joe.

# Duffy-Mott for 'Amos-Andy' In 13 Markets

NEW YORK, Sept. 17.—Duffy-Mott, which bought CBS-TV Film Sales' "Amos 'n' Andy" series a few months back for a multi-market spread, has been able to clear time in practically all of the markets it desired. It has bought 13 major markets.

The advertiser, thru Young & Rubicam, picked up early evening time spots in most of the markets and Saturday or Sunday afternoon periods in the remaining ones.

Its line-up for the show will be as follows: WTOP, Washington, Tuesday, 7:30 p.m.; WHAM, Syracuse, Monday, 7 p.m.; WPRO, Providence, Thursday, 7 p.m.; WAGA, Atlanta, Sunday, 7 p.m.; WBAL, Baltimore, Sunday, 7 p.m.; WCPO, Cincinnati, Tuesday, 8:30 p.m.; WNBK, Cleveland, Friday, 7 p.m.; WBKB, Chicago, Friday, 9:30 p.m.; WCBS, New York, Sunday, 2 p.m.; WNAC, Boston, Sunday, 2:30 p.m.; WBN, Buffalo, Sunday, 1:30 p.m.; WPTZ, Philadelphia, Sunday, 2 p.m., and WNHC, New Haven, Conn., Saturday, 6 p.m.

# KTTV, in New Buys of TPA Shows, Gets 'Ivy'

NEW YORK, Sept. 17.—KTTV, Los Angeles, and Television Programs of America this week got together on two major deals. Earlier in the week the station bought "Susie," the retitled version of "Private Secretary," and yesterday purchased "Halls of Ivy."

This brings to a total of \$858,000 the cost spent by KTTV on TPA product, including such shows as "Count of Monte Cristo," and "Your Star Showcase." It does not include rentals on "Ramar" which was bought from Arrow Productions, TPA's predecessor in the handling of the jungle series.

The station has acquired rights to three telecasts of "Susie" and one of "Halls of Ivy," both of which will be going into first-run

syndication. The selling of three syndicated shows at one time—"Halls of Ivy," "Susie" and "Monte Cristo"—marks a policy departure on the part of TPA. It had been its former practice to sell only one show at a time in syndication. But in order to capitalize on the current selling season, and to preclude the possibility of waiting until next season to recapture its investment in "Susie"—undoubtedly a heavy one—selling was started immediately after buying the property.

And no sales clinic has been held by TPA, as is its practice when it gets new properties. None was deemed necessary because both properties are so well known.

# Falstaff Negotiating 'State Trooper' Deal

NEW YORK, Sept. 17.—Falstaff Beer is on the verge of concluding a large regional deal with MCA-TV for "State Trooper," a new Rod Cameron vehicle. The vidfilm series would start telecasting about the beginning of 1956.

Falstaff is now using another MCA-TV property, "City Detective," in about 60 markets on a second-run basis, after having exhausted 65 first-run episodes. The

advertiser first bought the show for some Southern markets and expanded its coverage as the program produced results. Another Falstaff-sponsored show, "Celebrity Playhouse," produced by Screen Gems, will shortly debut in more than 40 markets.

Cameron was also the star of "City Detective." This is the second instance of a star carrying over from one series to another.

# TV Commercials in Production for New & Current Campaigns

This weekly chart is one part of a month-long study of TV film commercials produced during the last full preceding month. The chart is broken down by industry and company, with a different group of advertisers spotlighted in each issue. The information below provides a guide to forthcoming spot campaign and program sponsorship plans.

The following symbols are used to designate types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effect; J—Jingles; M—Music; S—Slides; ID—Station Break; NA—Not Available.

(Continued from last week)

Sponsor, Product & Agency (Show if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
<b>PUBLICATIONS AND PUBLISHERS</b>			
Cari-Print Industries, "Book of Faces," Rothbardt & Haas..	1 (270)	LA, SE	Flicka
New York Daily News, Newspaper, Cunningham & Walsh..	1 (20)	LA	Motion Picture Stages
<b>PUBLIC UTILITIES</b>			
New York Telephone, BBD&O.....	1 (10)	ID (C)	Transfilm
Pacific Telephone & Telegraph, BBD&O..	1 (10)	ID	Transfilm
General Electric, Atomic Electricity, BBD&O (G. E. Theater)..	2 (20)	LA	Jack Denove
<b>RADIO, TV SETS, PHONOGRAPHS (Records and Dealers Thereof)</b>			
Sentinel TV Sets .....	3 (20), 3 (60)	LA	Kling
RCA Victor, TV Sets, Kenyon & Eckhardt, (Producers Showcase)..	1 (150), 1 (120)	LA	Fox Movietone
RCA Victor, Portable Radio, Kenyon & Eckhardt..	1 (30)	LA	Not Available
<b>TOBACCO, CIGARETTES, CIGARS</b>			
American Tobacco Co., Lucky Strike, BBD&O..	8 (60)	LA	George Blake
Liggett & Meyers, Chesterfield, Cunningham & Walsh (Dragnet)..	16 (20 to 60)	LA, SA, SE, J	Volcano
L&M Filters, Cunningham & Walsh (Baseball)..	20 (20 to 60)	LA, SA, SE, J	Volcano
Reynolds Tobacco, Winston, Wm. Esty, Robert Cummings, I've Got a Secret, Red Barber Clubhouse..	4 (20), 2 (60), 6 (80)	LA, FA, ID, J	Transfilm, Robert Lawrence, Filmways
R. J. Reynolds, Camels, Wm. Esty (Camel News Caravan, Phil Silvers, Crusader, Red Barber Clubhouse)..	8 (60), 3 (20)	FA, LA	Lou Lilly, Geo. Blake, Transfilm
Cavalier, Wm. Esty (I've Got a Secret, Robt. Cummings, Camel News Caravan)..	2 (20)	LA	Peter Elgar
Robert Burns, Cigars, Young & Rubicam..	2 (60)	LA, SA	Gray-O'Reilly
<b>TRANSPORTATION</b>			
Northern Pacific, Travel, BBD&O.....	8 (60, 20)	LA, SE	Reid H. Ray
United Van Lines, Kelly, Zahnardt & Kelly..	1 (60), 1 (20)	LA, FA, J	Condor
Greyhound Company, Bus Service, Beaumont & Hohman..	6 (20), 2 (60)	LA, FA, J	Keitz & Herndon
<b>COFFEE, TEA, COCOA, etc.</b>			
M. J. B. Coffee, BBD&O.....	1 (60), 1 (20)	LA, SA	Ray Patin
Nestle, Instant Coffee, Bryan Houston (Jackie Gleason).....	3 (60)	LA	Gray-O'Reilly
Lipton Tea, Tea, Young & Rubicam.....	3 (20, 60)	LA	Gray-O'Reilly
McLaughlin's Manor House Coffee, Instant Coffee, Earle Ludgin & Co..	3 (20)	FA, M	Five Star
Regular Coffee, Earle Ludgin & Co..	3 (20)	LA, SA, M	Mercury-International
Tea Council of U.S.A., Tea.....	1 (240)	LA	Gommi
Continental Coffee Co., Thos. J. Webb Coffee, Arthur Meyerhoff..	2 (20), 1 (10)	FA, ID	Flicka
General Food, Sanka, Young & Rubicam..	2 (60)	LA	George Blake
<b>MISCELLANEOUS AND UNIDENTIFIED SPONSORS</b>			
National Carbon Co., Prestone, Grant-Ray, Hollywood, Transfilm..	2 (60), 5 (20), 1 (06)	SA, FA, ID	Grant-Ray, Transfilm
Dow Chemical, Magnesium, McManus, John & Adams (Medic).....	1 (60), 1 (120)	LA	Transfilm
Armstrong Cork Co., BBD&O.....	4 (60)	NA	Sound Masters
Cummins Co., Power Tool, Aubrey-Moore..	1 (60)	LA, FA, SA, SE (C)	Reid H. Ray
Pine Fitters, Public Service.....	1 (600)	LA, M (C)	Kleinman
American Broadcasting .....	3 (20)	LA	Kling
Michigan-Ohio Navigation, A. Meyerhoff (Aquarama).....	3 (20)	S	Flicka
Laxium, Emil Mogul .....	2 (60, 20)	LA	George Blake
Satina "Go," Young & Rubicam.....	2 (60)	LA	George Blake

The only preceding example was Reed Hadley, who went from "Racket Squad" to "Public Defender." However, a situation approaching this is that of Charles McGraw, who went from "The Falcon" to the "Casablanca" portion of "Warner Brothers Presents."

# 'Playhouse' Pix Sold to England

NEW YORK, Sept. 17.—ABC Film Syndication has added its "Playhouse" series to the growing list of American film shows that have been bought by English commercial television programming contractors.

The deal gives Associated Rediffusion outright ownership of the negatives for showing in England and all Eastern Hemisphere English-speaking nations. Associated Rediffusion, the British contractor that's been the heaviest buyer of American series to date, gets 26 "Playhouse" episodes plus an option to buy an additional 26 at a later date. It's the first known sale by an American firm of negative rights to a series in England.

# 'Hiway Patrol' Gets Double N. Y. Exposure

NEW YORK, Sept. 17.—Ballantine Brewing has decided to double-book "Highway Patrol" in this market. Each stanza will run on WRCA-TV, Monday at 7 p.m., then repeat on WPIX, Wednesday at 9:30 p.m. The Ziv-TV show is due to debut late in October.



For loyal television audiences ... get in touch with



## CISCO KID RIDES ON IN HOUSTON!

# 33.7\*

ZIV-TV's CISCO KID and his pal PANCHO, are deep in the hearts of Texans! With a rip-roaring 33.7 in Houston (\*Telepulse April 1955) CISCO rides ahead of Milton Berle, Comedy Hour, I Love Lucy, Jackie Gleason.

CINCINNATI, NEW YORK, HOLLYWOOD

## Dealers' Committee To Meet With Col.

Reps of 300 New York Retailers Plan Plea for Whole Club or Abandonment

NEW YORK, Sept. 17.—A committee of 10 dealers, said to represent some 300 record retailers in the metropolitan area, will meet with Columbia President Jim Conkling and Sales Manager Hal Cook Monday (19) to deliver a strong plea that the diskery either abandon its LP record club or steer all club memberships thru dealers.

The meeting, to be held at Columbia headquarters, is a follow-up to a Long Island protest meeting two weeks ago (The Billboard, September 10). Since that time the Long Island Record Dealers' Association, headed by Vic Levy of Garden City Music Center, is reported to have received "proxies" from a total of 300 retailers backing up the org's opposition to the club.

## Chances Bright For Coast Disk Dealers' Group

HOLLYWOOD, Sept. 17.—A permanent Record Dealers' Association of Southern California appeared in the making this week as record dealers thruout the area were invited to attend a charter meeting of the organization at the Beverly Chateau here Wednesday (21).

Move to form an association has grown out of two previous meetings held here, both of which were primarily attended by record dealers voicing their opposition to the Columbia Record Club. At last week's meeting, approximately 31 dealers attending all voiced enthusiasm for such an association, the general belief being that an association of dealers had many long-range benefits not now enjoyed by local merchants.

Invitations to attend the upcoming meet have been extended to more than 500 record dealers, with initial expectations that approximately 250 members could be immediately obtained.

## 27G Judgment In Decca Suit

NEW YORK, Sept. 17.—A judgment of \$27,550 was entered against Decca Records Wednesday (14) in the suit against the diskery filed by the estate of the late Al Jolson (The Billboard, March 19).

The estate had claimed that the label underestimated the amount of royalties on Jolson albums and records. Jolson had signed a five-paper with Decca in 1948. The artist was paid an advance royalty of \$260,000 in weekly installments over that period. Executors of the estate, the Irving Trust Company and Charles Schwartz, believed the figure should have been higher.

The judgment was entered in the New York County Clerk's office.

## Wolf Enterprises Inks Client List

NEW YORK, Sept. 17.—Leonard I. Wolf Enterprises, a new music promotion and publicity firm, set up headquarters here this week and inked its first clients. The outfit, which will enter a new service area by providing its clients with sales promotion as well as deejay promotion, is representing the Frank Sorrell Trio, nine-year-old TV actress Eileen Merry, and the local Alpha Distributing Company. Sorrell is signed with Audivacs Records.

Wolf, for the past two and a half years, has been a partner and general manager of Audivacs, the diskery jointly owned with Dorothy Collins and Raymond Scott.

"Dealers here feel the club is a serious threat to our business," Levy declared. "There can be no compromise in this matter."

One of the main beefs to be presented to the Columbia brass is material purporting to show that new blood is using the medium of the club to gain a foothold in the record retail business.

### Evidence

One piece of evidence to be offered is a mailing piece sent out by the High Fidelity House, of Pasadena, Calif., a hi-fi components outlet said never to have sold disks before. The letter, copies of which were received by consumers in this area, offers those joining the club thru the outlet the opportunity to order hi-fi equipment "at cost." The amount they can order will be determined by the number of disks they purchase thru their club memberships, stated the letter signed by John Cone.

Meanwhile, opposition dealers here are showing a considerable lack of enthusiasm in their retail handling of regular Columbia merchandise. Ordering from the distributor is close to the vest, and substitute items are offered the buyer whenever possible.

One major outlet, which normally awards its sales personnel special "commissions" on albums sold, has removed Columbia LP's from the premium category.

## Telef'ken Sets To Bow in U. S.

NEW YORK, Sept. 17.—American Elite, Inc., this week expanded its line of imported Telefunken hi-fi equipment to include phonographs and radio-phonos combinations. New additions range in list price from \$299.95 to \$549.95.

At the same time, Michael von Mandel, president, estimated that growth of his business would see American Elite move over \$5,000,000 worth of equipment in the next year. In addition to phonos, radios and the famed Telefunken microphone, his firm distributes a wide variety of accessories, including new lamp and electric clock speakers for auxiliary use.

PHILADELPHIA, Sept. 17.—Gotham Record Corporation, after 10 years in the custom-pressing business, has sold that part of its operation to Quaker Plastic Research here. Gotham, however, will continue to manufacture its Gotham and 20th Century disks and to maintain its publishing and studio facilities.

Gotham owner Irvin Ballen, meanwhile, has added a new promotion man, Harry Fink, to his staff. Another new staff addition is Sterling Devers.

## NET-DEALER PUNCH

# Teen Voting System on 'Fan Club' Out to Prove Hit-Picking Powers

• Continued from page 1

they'd like to have out of the four. Votes will be tabulated, via a pre-arranged, conference phone set-up, and the winning record will be played during the last half hour of the show.

The dealer parties (which will be held on a rotating basis each week in cities carrying the show) will be staged by local NBC station deejays. Gibbs is conferring with local NBC stations to ask them to set up the Friday night voting-parties with local dealers of their choice. The jockeys won't be heard on the air, but they'll receive name credit.

## GREVATT NEW BB REPORTER

NEW YORK, Sept. 17.—Ren Grevatt, with The Billboard for the past four years in a promotion capacity, has joined the Music-Radio department as full-time reporter. Since the first of this year Grevatt has devoted all his time to music-radio promotion. His editorial duties include record reviewing.

## Eli Oberstein in Big Expansion On Many Sides

Plans 30 P'kges A Month, Makes Classic, Pop Deals

NEW YORK, Sept. 17.—Eli Oberstein is heading into this fall season as the industry's heaviest purveyor of promotional package goods. On his Allegro Royale label, he now has a catalog of 762 12-inch LP's, retailing at \$1.98, and on his Royale label 460 10-inch LP's listing at 79 cents.

With most of the defunct diskeries continuing to land in Oberstein's lap and with a steady influx of new material from Europe, the Record Corporation of America topper has been able to schedule new releases at the rate of 30 packages a month. These will include 10 12-inch, 10 10-inch and 10 EP packages.

Oberstein also is expanding his roster of exclusive artists, most of whom are in the operatic field. He started his Stateside signing last year with the pianist Egon Petri, and also has acquired such Met-opera artists as Albert de Costa, Louis Sagarro, Brenda Lewis, Salvatore Baccaloni and Richard Bonelli. Recently he signed Frederick Jagel, and also cut an LP with Lawrence Tibbett.

### Pop Field

In the pop package field, he continues to tap the old Derby, Muscraft and Majestic catalogs and has come up with "new" 79-cent LP's featuring Georgia Gibbs, the Fontane Sisters, Pee Wee Hunt, Sarah Vaughan, Duke Ellington and Gordon MacRae.

Oberstein currently claims 26,000 retail outlets, of which very few are regular record shops. Also few of his distributors are primarily disk distributors; most of them are jobbers of promotional merchandise. His lines carry a 100 per cent exchange privilege. He has 12 salesmen in the field.

Altho the diskery puts out package combinations of top pop tunes to keep the line looking fresh, that's about the only reason for doing so, the biggest sellers month in and month out are Strauss Waltzes and the "Nutcracker Suite."

Oberstein, an early advocate of mass marketing in the record industry. (Continued on page 14)

## 'Best Buy' Campaign Off to Fast Start

NEW YORK, Sept. 17.—The first returns are in, and RCA Victor's 1955 edition of its "Best Buy" promotion is running far ahead of its 1954 counterpart. Despite a sharp curtailment of album releases, and the price reduction initiated this year, Victor's dollar volume at retail prices for initial "Best Buy" orders is \$2,500,000 as against a reported \$2,000,000 last year and a similar figure in 1953, according to Larry Kanaga, label topper.

This year, to simplify dealers' stock and selling problems, Victor cut its promotion list to 37 new items. Last year the diskery issued 62 sets, and the year before 164. This year only 12-inch sets have been issued, all at \$3.98. This would indicate that initial orders have totaled more than 600,000 sets.

Of this number, close to 100,000 sales have been accounted for by the Perry Como "So Smooth" pack-

age, it was said. The next biggest seller in the pop division is Melachrino's "Music for the Nostalgic Traveler," which reportedly has hit 52,000 units.

Meanwhile, Victor's two 98-cent promotional specials, the Pop Selector and the Red Seal Sampler, have amassed a total reported sale of 400,000 additional disks.

This week, in the face of continuing heavy demand for the bargain platters, the company was debating whether or not it should continue to push the samplers, production of which ties up presses that currently are needed to fill orders on full-price merchandise.

## Am-Par Alters Label Name to ABC-Param't

NEW YORK, Sept. 17.—The new Am-Par record line will be released under the label tag ABC-Paramount. The latter name was cleared and registered in Washington in time to change the label copy on its first releases.

Am-Par has already launched its Walt Disney Mickey Mouse Club line, but all new advertising and promotional copy will spotlight the ABC-Paramount label moniker, which is expected to have considerable consumer appeal in view of its tie-up associations with the ABC-TV-radio network and the Paramount motion picture theater chain. In line with this, Am-Par President Sam Clark attended a convention of Paramount Theaters managers in Spring Lake, N. J., last week to discuss possibilities of promotional tie-ups between the label and the exhibitors. Later this year, Clark will visit each manager's territory for individual conferences.

### Big Budget

Altho the ABC-Paramount campaign won't be accorded heavy consumer advertising coverage until the label acquires a basic catalog, Clark says the promotion-advertising budget will be a considerable one. An indication of the extent of the planned campaign, he said, is that Am-Par has already purchased over \$100,000 worth of time on ABC-TV's new "Mickey Mouse Club" show. The time will be utilized to plug all ABC-Paramount disks, as well as the Disney kiddie line.

Meanwhile, ABC-Paramount artist and repertoire chief Syd Feller this week signed three more artists—the Irving Fields Trio, the Rover Boys (a pop vocal group) and jazz pianist-composer-singer Bobby Scott.

## Spier Holds Credit Meet

NEW YORK, Sept. 17.—Publisher Larry Spier held his meeting with attorneys last week in an effort to seek a method of helping songwriter members of the American Society of Composers, Authors and Publishers who wish to collaborate with writers of Broadcast Music, Inc. (The Billboard, September 10).

ASCAP has refused to credit ASCAP writers with performances of such tunes. Spier said he is primarily interested in the ethical merits of the situation in exploring whether such a ruling is an injustice to writers of both societies.

Older ASCAP writers have already established relations with other ASCAP members for the purpose of collaboration on tunes, but it's pointed out that younger members have not and that many would welcome the opportunity to work jointly with a BMI writer.

## JAZZ FASHIONS

### Madison Ave. Moving in on Music's Beat

NEW YORK, Sept. 17.—The Madison Avenue boys (and girls) have moved in on the jazz business. The tie-up between cosmetic Helena Rubenstein and Columbia Records for mutual promotion (The Billboard, September 10) is mushrooming, and it's no longer unusual to dig jazz in an atmosphere heavy with perfume and high fashion.

Thursday (15), Mme. Rubenstein threw a cocktail party at Basin Street here at which she introduced her new lipstick called "Jazz." Turk Murphy's combo provided the music as beautiful models showed the latest clothes "designed," according to the Rubenstein flack, "in the spirit of the music." Murphy, incidentally, is also a Columbia artist.

Now, an even more elaborate Rubenstein-Columbia tie-in has been set, which also involves the co-operation of the New Orleans Jazz Society. When the annual New Orleans Jazz Festival takes place October 7-9, the combined Rubenstein-Columbia forces will be around to handle promotion and recording respectively. Columbia will record the three-day affair, including the music played during an old-time riverboat ride. The deal was engineered by the Rubenstein organization.

George Avakin, Columbia's jazz and album department head, and a fashionable cat himself, supervising Columbia's end of the operation and acting as Rubenstein's musical adviser.

The promotion is set up, Gibbs points out, so that the dealer personally handles the 25 ticket-certificates which he may give out to his favorite customers as premiums on purchases, etc., thereby assuring him that the certificate holders are record buyers, rather than purely record fan club members.

### Three Visits

In line with this, Gibbs observes that the promotion is set up so that the teen-agers will visit the store three times—once to pick up the certificate, once to attend the broadcast-party and once to pick

up his free record. The dealer will also benefit from air plugs, both nationally and on a local basis.

Gibbs hopes to introduce the promotion on his October 7 program. Practically all of the major record companies have agreed to donate the certificate-disks in case one of their new releases is picked, with Columbia, Capitol, Victor and Mercury among those going along with the plan.

Record companies with winning disks will also benefit the following week, when Gibbs plans to schedule the platter two or three times during the program.

## Mercury Giving 12 Free With Kidisk Orders

### Open Sales Drive On Childcraft and Playcraft Labels

NEW YORK, Sept. 17.—Mercury Records this week kicked off a new fall sales promotion campaign whereby dealers will receive 12 free Childcraft or Playcraft records of their choice for every 144 disks they buy, according to the label's sales veepee Morry Price.

The campaign runs thru October 30 and is keyed to coincide with the time most dealers stock up on kiddie merchandise. Mercury is also supplying dealers with new counter merchandisers for the Childcraft and Playcraft EP's and 45's. The new units each hold 10 titles.

Mercury's President Irving Green has assigned Joe Martin, director of the label's Eastern division, the special task of supervising the sales and merchandising of the children's line. Hugo Peretti and Luigi Creatore, Eastern artist and repertoire toppers, will continue to record for the line.

The first two releases (Rusty Draper's "Goober Peas" on Play-  
*(Continued on page 14)*

## 60 Cap Meets To Bow Mdse., Sales Program

HOLLYWOOD, Sept. 17.—Capitol Records will introduce its October-November merchandise and sales program at a series of 60 dealer meetings thruout the nation next week, with the first such conclave gathering in New York, September 19.

A corps of top echelon Capitol executives, including President Glenn Wallichs, Vice-Presidents Alan Livingston, Lloyd Dunn and Bill Fowler; Sales Manager Mike Maitland and Merchandise Manager Gordon Fraser, will tour the country, participating in the various meetings.

The meetings apparently reflect a change in Capitol policy, in that in previous years the firm generally held its dealer meetings early in August.

Both Fraser and Dunn are expected to extend their trip beyond the ken of these meetings, going on to New York for a week of conferences there with John Convey and Joe Mathews.

### NOT FOR HOMES

## Columbia Designs 16 RPM Phono Strictly for Car Use

NEW YORK, Sept. 17.—Introduction of the new Columbia automobile phonograph attachment using a 16 $\frac{2}{3}$  r.p.m. disk, does not spell conversion of the new speed as a medium for music on home phonos, Columbia execs explained this week.

The unit, a development of CBS-Columbia, was announced early this week as optional equipment for all cars in the Chrysler Corporation's 1956 line. It will sell for about \$80 and play thru the car's radio system.

Columbia is providing a package of six seven-inch disks to be marketed with the player by Chrysler dealers. Each holds up to 45 minutes of music and one hour of speech on a side, altho the average (for music) will be about 25 to 30 minutes. Groove width is only one-

### NEW PAUL DISK RUNS 2 NOTES

NEW YORK, Sept. 17.—Capitol Records is pressing a special run on a Les Paul disk, which they claim is the shortest platter on record. The disk, which will be put out on 45 and mailed to deejays only this week, is labeled "Magic Melody, Part Two" and contains exactly two notes. Paul's recent waxing of "Magic Melody" winds up with the familiar "shave and a haircut two bits" musical cliché. However, Paul deliberately or otherwise omitted the last two beats, so Capitol—in response to urgent deejay queries (it says here)—recorded the last two thump, thumps by Paul, at a special session.

## Columbia, Tico Internat'l Deals Due Shortly

### Mexico Firm May Release Language Disks Via Perfect

NEW YORK, Sept. 17.—A blossoming relationship between Columbia Records and the indie Tico Company is expected to bear fruit soon in the form of some elaborate international deals. It appears likely at this time that Columbia, thru its foreign connections, will make available to Tico a full supply of foreign-language diskings, which Tico will release and distribute in this country on a new "Perfect" label.

Actually, the trade name Perfect  
*(Continued on page 14)*

## Label 'X' Switching Name to 'Vik' in Jan.

NEW YORK, Sept. 17.—Label "X," which definitely will change its name to "Vik" on January 1, has formulated its fall program with a heavy emphasis on packaged goods. Sixteen new LP's will be shipped to distributors next week, and 12 more will follow for November release. With only four exceptions, all future LP's issued will be 12-inchers.

According to the RCA Victor subsidiary's sales director, Frank Amaru, dealers purchasing "X" LP's in October and November will receive one LP free with every 10 purchased.

In December, "X" will issue only

## Diskeries & Distribs Move To Aid Flood-Hit Dealers

### Fresh Record Stocks Offered at Low Cost, With Deferred Billings

By PAUL ACKERMAN

NEW YORK, Sept. 17.—Record distributors in the flood-stricken areas—primarily sections of Connecticut, New York and Pennsylvania—are working closely with their local dealers in order to rehabilitate as quickly as possible those outlets whose stocks were washed out and otherwise damaged.

The home offices are co-operating to the fullest extent and in many cases are permitting the distribs to offer: 1) deferred billing; 2) opportunity to replenish inventory at a sharply reduced rate; 3) free point of sale display material. Labels already known to be

pitching in on the dealer aid program are Columbia, Victor, Capitol, London, M-G-M and Mercury. Decca's home office had not yet decided upon what action to take.

Columbia's Hartford distrib, Sam Roskin, telephoned sales chief Hal Cook shortly after the floods to tell him much inventory "floated out the windows." Columbia President Jim Conkling, Cook and Roskin worked out a program whereby dealers with uninsured, washed-out inventory could replace their record merchandise at a very low price—one-third of cost. The distributor makes no profit on this arrangement, Columbia stated.

The label's Philadelphia branch

was notified to offer the same program, inasmuch as several outlets in that area were washed out completely. Columbia is also extending credit and deferred billing where necessary.

Victor's Hartford distributor sent a letter to all dealers in his area informing them that he was standing by.

Lee Hartstone, London Records sales chief, said the label's Hartford branch was offering records to dealers at one-half the normal dealer cost. The distributor is handling all credit risks. As to payment, Hartstone said the policy is "pay when you can."

The London exec expressed the hope that the dealers won't abuse the London offer. "We can't afford to turn out records at this price, and we are asking our salesmen to make sure that requests for aid are legitimate."

Boston-Hartford

Capitol Records have thus far replaced, at Capitol's cost, the record libraries of several radio stations affected by the floods, principally in the Boston and Hartford, Conn., areas. Mike Maitland, sales chief, disclosed that action is cur-  
*(Continued on page 14)*

### 'NAT'L JUKE BOX'

## MOA to Air Weekly Show on ABC Radio

NEW YORK, Sept. 17.—The Music Operators of America will present its own weekly radio show, "National Juke Box," over ABC, beginning October 15 from 9:35 to 10 p.m. The Saturday night sustainer will feature the top regional juke box disks of the week as reported by MOA execs on each broadcast. The program is believed to be the first regularly scheduled network ainer on MOA activities.

Altho ABC program chief Ray Diaz carefully points out that the

show will not purport to present a most-played juke box record list as such, Music Operators of New York prexy Al Denver does say the broadcasts will serve as programming guides for operators.

On the first show, Denver will introduce two top juke box hits in the East, MOA prexy George Miller will present two juke toppers of the West Coast and MOA secretary-treasurer Harry Snodgrass, Albuquerque, N. M., will list two hot juke favorites in the Southwest and South Central areas.

In addition to presenting the six regional disks, each show will spotlight the top national juke box record of the week, with Miller introducing the platter. The announcer on the show will not be billed, in line with Diaz' intent to keep the show out of the deejay-format class. The top national record will be in the pop category, but the  
*(Continued on page 76)*

### RUSSIAN MUSIC

## Leeds Would Gain by Pact On Copyright

NEW YORK, Sept. 17.—Possibility that the Soviet Union may establish normal copyright relations with the non-Soviet world has caused a stir of interest in music circles. Yarn, which broke in a special story to The New York Times Wednesday (14), took note of increasing discussion that the Soviet Union might even become a party to the Universal Copyright Convention.

The Broadway publisher who stands to be affected most by such a development is Lou Levy, whose Leeds Music firm years ago entered into an agreement with the Am-Russ Agency whereby Leeds became the sole American source of much Russian song material.

Levy, queried this week, said he had always favored active reciprocity in the international music world; that if the Soviets joined the Universal Copyright Convention  
*(Continued on page 14)*

### FOREIGN REP

## Siegel Signs Many Italy Pub Deals

NEW YORK, Sept. 17.—Heightened activity by Paul Siegel, American publisher who also acts as agent for an important Italian music publishing syndicate, has resulted in a small flood of copyright deals in recent weeks.

Siegel, U. S. representative for the Organizzazione Musicale Nazionale, has concentrated on movie material and has inked pacts with more than a half-dozen publishers here in behalf of his Italian associates.

To Peer International, for a  
*(Continued on page 14)*

### PROPOSE TITLES FOR CAR DISKS

NEW YORK, Sept. 17.—Now that Columbia Records has devised a player and records for use in cars (see other story), artists and repertoire men already are busy dreaming up special packages. For example, the people who devise all of those lush "mood music" sets are considering "Music for One-Arm Drivers," "Music for Parked Lovers." Thruway travelers will have "Music to Speed By," and there might be a set of religious tunes entitled "Music for Sunday Drivers." For moderns, a "Stoplight Suite" is suggested and for those who like to participate in the music via Add-A-Part or Music-Minus-One recordings, there are modern works, including "American in Paris," that could be issued with the auto horn part missing.

## Action Resumes On BMI Suit

NEW YORK, Sept. 17.—Pre-trial examinations in the long-pending \$150,000,000 anti-trust suit against Broadcast Music, Inc., are due to resume next week after a summer hiatus. Action was filed by a group of 33 writers in November, 1953, and the plaintiffs include the broadcasting networks and affiliated record companies, in addition to BMI.

Last July, when pre-trial examinations were interrupted, Bob Burton, BMI exec, was on the stand. His interrogation is scheduled to be resumed Wednesday (21), with John Schulman, cleffer attorney, asking the questions. The only other plaintiff examined so far was Carl Haverlin, BMI prexy. Pre-trial examinations of the 33 plaintiffs was completed last spring.

### Vov Signs BOMC Deal for One LP

NEW YORK, Sept. 17.—Vox Record's arrangement with the Book-of-the-Month Club is for one LP side only, it was stressed this week, and no deal has been inked for future club issues by the indie diskery.

In an exclusive story last week it was disclosed that Vox had assigned some material recorded by pianist Guimar Novaes for use by the B-O-M-C Music Appreciations Records mail-order club (The Billboard, September 17). George Mendelssohn, Vox president, said he felt that the club promotion would work to help dealer sales of Novaes diskings.

## Aid Given to Flood Victims

• Continued from page 11

rently being contemplated with respect to arranging for deferred payment by those dealers who may have incurred financial losses. A supply of sales aids, including window displays, streamers, counter cards and other printed matter has been set aside by Capitol's Eastern district sales manager, Irv Jerome, in order to take care of affected dealers.

Decca branches have not yet crystallized any flood-relief program. The branches are company-owned, and must wait for a home-office decision on policy matters. The home office this week had not yet made up its mind as to what action to take.

Some labels—as Mercury and M-G-M—are handling each case individually rather than setting any over-all policy. Mercury noted that it is not only helping dealers,

## Russian Music

• Continued from page 11

tion American publishers and writers might ultimately get considerable money out of Russian performances and sales. Levy pointed to Japan, which has been growing as a market. It's been noted, however, that conditions were much more favorable in Japan for such a development, owing to the presence of an American Army of occupation.

### Leeds' Position

Leeds' Russian deal gave the publishing firm control of a rental library of virtually all serious Russian music. Leeds also became the sole source of printed Russian music, and a major source of recorded music. Leeds, of course, leases tapes to American diskeries and gets LP records on much of this material.

There's one very tangible way in which Leeds would benefit by Soviet adherence to the Copyright Convention. Whereas the firm now secures licenses thru virtue of its being the sole source of Russian material, Russian adherence to the Copyright Convention would establish the fact that Leeds is the copyright owner in the United States.

Many publishers, looking at the general situation, don't get misty-eyed about the potential. They feel the Soviet would—if they entered normal copyright relations—would restrict the performance of much American material; that Russia would get more out of a reciprocal arrangement than U. S. publishers and writers.

## Eli Oberstein

• Continued from page 12

try, isn't disturbed by the activities of cut-raters and record clubs. He even allows some of his own recordings to appear on several different labels at the same time. For example, there's his leasing recently of Jaye P. Morgan masters to Decca for single issues. Oberstein releases only packages.

His latest deal is a weird swap arrangement with Herman Lubinsky's Savoy label, whereby the latter acquired material for three LP's by Dizzy Gillespie, Boyd Raeburn and Ray McKinley. In return Oberstein received some jazz sides by Pee Wee Hunt, Pee Wee Russell and Jack Teagarden. The unusual aspect here is that Savoy releases its 12-inchers at \$4.98, while Allegro Royale editions of the same recordings are marketed at \$1.98.

## Mercury Giving

• Continued from page 11

craft and "Peter Ponsil Goes to School" on Childcraft) will be released this week, with 10 additional releases slated within the next two months. Also to be released are 250,000 special children's catalogs, which will be shipped to dealers in October. The new Mercury kid-merchandise features four-color laminated covers and special liner notes. Campaign fodder includes special display material, co-op ads and national ads in consumer publications.

but also operators. "One fellow lost 50 machines," an exec stated. Mercury also pointed out that at this time of the year dealers normally take advantage of their 5 per cent return privilege.

### Reduced Rates

"We are giving it to the dealer even if he was washed out," Mercury stated. The label is also offering disks at reduced rates and granting "extremely deferred" billing, as circumstances warrant.

M-G-M stated that the home office, distributors and dealers were working together and handling each case as it comes up. The label, thru Eastern Record Distributors, its Hartford outlet, is offering special discounts and special dating depending upon individual need.

In some instances, it is known that distributors are even giving away records gratis—together with browser boxes, wire racks, jackets, etc.

## Columbia, Tico

• Continued from page 11

belongs to Columbia, which operated the old Perfect label in the early 1930's as an adjunct of the old American Record Company. Tico presumably would use the name with Columbia's blessing.

Under this arrangement, Columbia would turn over to Perfect any of its foreign-language pop disks from its European reciprocal, Philips. The latter company can supply disks in German, French, Italian, Greek, Swedish, Finnish, Spanish, Turkish, Flemish, etc.

### Long Talks

Columbia's dealings with Tico's President George Goldner commenced some months back when CBS International took over the foreign market distribution of Tico's American-made Latin catalog. Recently, when Columbia and Seeco Records severed relations, Columbia offered Tico the State-side distribution of its Discos Columbia de Mexico catalog. A reciprocal deal now has been set, and Tico will start shipping Columbia's Mexican wax here October 1. The Mexican Columbia company will issue Tico masters on the Columbia label south of the border.

In addition to its Columbia deals, Tico has a reciprocal deal with Riviera Records of France, a deal that has three years more to run.

## Foreign Rep

• Continued from page 11

reported \$2,500 advance, has gone the rights for two ditties out of the Gina Lollobrigida flicker "Frisky." Criterion Music has handed OMN two songs from the "Mr. Roberts" movie, in return for the rights to a couple of Italian standards, one of which, "Ascension," has had 30 diskings in Italy.

A major Siegel deal is the acquisition for OMN of the Italian pubber rights to the score of "Brigadoon," the movie version of which is set to open in Italy this season. Frank Music has bought rights to the top song from a current Italian flicker, and other deals were made with the Les Paul-Mary Ford firm, Iris-Trojan; Regent Music, Leeds, Marlyn and Jack Gold Music.

## 'X' Switching

• Continued from page 11

One of the highlights in the new 12-inch line will be "Robert Q. Lewis and His Gang," consisting of the CBS comic's regular TV cast. Another will be "Gordon Jenkins' Almanac," a set of 12 Jenkins originals, each dealing with one of the months.

The new Vik label will be a four-color job. According to Amaru, none of the current "X" album inventory will be scrapped. The company will continue to ship "X" covers until they run out, after which they will be replaced by new Vik art.

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

SEPTEMBER 22, 1945:

1. Till the End of Time
2. On the Atchinson, Topeka and Sante Fe
3. If I Loved You
4. Gotta Be This or That
5. Along the Navajo Trail
6. I'm Gonna Love That Guy
7. I Wish I Knew
8. There Must Be a Way
9. I Don't Care Who Knows It
10. I'll Buy That Dream
11. Chopin's Polonaise
12. You Came Along
13. There's No You
14. Tampico
15. The More I See You

SEPTEMBER 23, 1950:

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. Tzena, Tzena, Tzena
6. La Vie En Rose
7. All My Love
8. Can Anyone Explain?
9. Bonaparte's Retreat
10. Count Every Star

## NEW HALEY'S

### Personnel Of Comets To Change

NEW YORK, Sept. 17. — A change in the personnel of Bill Haley and His Comets is scheduled, according to indications this week. Jolly Joyce, Philadelphia agent who books the act, stated that several of the "agitators" were being let out and that these would be replaced with men who originally were members of the group. Additionally, said Joyce, the group would be augmented from six to seven men. Joyce said that the alleged malcontents wanted increased salaries, that they had not been attending rehearsals.

Earlier this week, it was stated that no decision on personnel had yet been crystallized, but that a statement would be forthcoming next week.

The Comets, Joyce said, will cut 20 sides for Decca next week. This would consist of two albums and two single records.

## Joint Push for 'Hear, Hear'

NEW YORK, Sept. 17.—Decca Records and Fred Waring have scheduled a joint promotion tying in with the Waring musical show and the Waring Decca album, both titled "Hear, Hear."

The show opens at the Ziegfeld Theater September 27. The day before, some 1,100 dealers, deejays and music personalities will attend a preview at the "Ziegfeld. Release of the album, of course, is tied in with the debut of the show, and many of the show tunes are included in the album.

Four months ago Decca staged a similar promotion in connection with its "Seventh Heaven" album.

## Phonos for Cars

• Continued from page 11

later at least 25 additional records, all to carry the project label "Highway Hi-Fi." Altho most material will be taken from the Columbia catalog, some may be cut specially. The disks will be marketed by Chrysler dealers only.

It is believed that Chrysler has an exclusive call on the unit for a stated time, after which it will presumably be made available to other car manufacturers.

Columbia execs feel that a year or more will elapse before use of the phonos is sufficiently widespread to make record dealer participation worthwhile.

## VOX JOX

By JUNE BUNDY

**ANYTHING GOES:** Deejays are on a remote kick this month, and some of them have come up with prize gimmicks in the way of odd originations. Jack Gale, WTMA, Charleston, S. C., for instance, literally did a strip tease in the window of a local men's wear shop. He aired his show from the window on a recent Friday night, and everytime a purchase was made in the store, fellow spinner Dave Godwin cut a piece of Gale's clothing off. Business was so good that by sign-off time he was down to his socks and shorts. . . . Roni Landry, WBTV, Danville, Va., has also started broadcasting from a local store window, but he dresses more conservatively for his three-hour daily "Here's Roni" show. . . . "Fields Follies," conducted by Red Field over WJPD, Ishpeming, Mich., is currently aired from a special "radio cottage" in a local night club, "a first" in Ishpeming broadcasting history.

**MORE REMOTES:** Other interesting remote artists include Larry (Blackie) Brent, WOLB, Birmingham, who carried a portable tape recorder with him on a stock car ride in an actual race and played back the slightly hysterical commentary on his show that night. Ed Hill, WMOK, Metropolis, Ill., broadcast from a tree house on the bank of a local summer resort for an hour and a half daily this summer, while deejays at WWRN, Beckley, W. Va. (Phil Vogel, Dick Braun, Marv Stone and Gene Morehouse), broadcast around town from the back of a truck, in conjunction with a promotion staged by 17 local advertisers. Bob Davis, WXRA, Buffalo, did a remote this month for a benefit to raise funds for underprivileged children in the immediate area, with local merchants paying only actual costs of the remote and the station donating the time. The station's "Hernando's Hideaway" deejay also participated in the remote-benefit, but we can't list his name because it wasn't included in the copy.

Nick Reyes, who recently moved from KLYN, Amarillo, Tex., to KRAY, same city, will continue to air his regular remotes from youth centers around town. . . . Bill Bennett, WAND, Canton, O., originated an afternoon show from the County Fair, in Stark County, during fair week and interviewed 4-H Club members and other visitors on the program.

## MUSIC AS WRITTEN

### SMITH SHOW BUSINESS COURSE TO RESUME . . .

Bill Smith, erstwhile Billboard night club-vauve editor, will again give his Show Business course this year. The course, to start October 30 at the New School, New York, will feature Max Liebman, Manie Sacks, Joe Carlton, Mitch Miller, Sam Levenson, Milt Gabler, David Merrick and other notables in the industries as guest lecturers.

### BUCHANAN EXPANDS HIS MONUMENT MUSIC . . .

Bill Buchanan is expanding his Monument Music firm, with Larry Uttal joining the company as a full partner and Monument moving into new, larger offices this month. Monument has concentrated on rhythm and blues material but plans to branch out more in the pop field in the next few months.

### ARCHER BOOKS DATES FOR LEWIS P'KGE . . .

Jack Archer, Shaw Artists vice-president, has already booked his "Howard Lewis Presents" package for dates totaling two weeks and five days. Talent includes Count Basie, George Shearing and T-Bone Walker. They kick off in the South November 16 and will go thru December 3, with 12 dates set. This is the first time Shearing will have played the South.

### DECCA, DRESS FIRMS SET 4-WAY TIE-IN . . .

Decca Records, together with Patricia Fair Dresses, Dukay Fabrics and the Independent Retailers Syndicate, have set up an extensive four-way promotion. Known as Platter Prancers, the promotion involves a new line of dance dresses that will be exhibited along with new Decca dance albums in

dress shops thruout the country. Promotion angles include advertising in November's "Mademoiselle" to illustrate the dresses and the albums, which include "Waltz Dreams," "Dance Party," "Time to Tango," etc.; listing Decca records on dress tags, and launching a dress design contest wherein deejays will tell of the contest over the air.

### VARDI TO MAKE BOW AS POP MAESTRO . . .

Emanuel Vardi, noted violist and conductor, will make his debut as a pop maestro early next month when his first album of mood-music etchings appears on Decca. Vardi acts as both conductor and arranger on the LP set titled "Holiday in South America." As violist and conductor of serious music, Vardi has been featured on a number of labels, with some more material in the genre due for later release on M-G-M.

### New York

Atlantic Records' Vice-President Miriam Abramson, and Jan Ertegun, wife of the diskery's veepee Ahmet Ertegun, sailed on the Saturnia Tuesday (13) for a European vacation. Eddie and Nichole Barclay, French orkster and record exec respectively, also sailed on the same ship. . . . Double AA Records has signed 19-year-old warbler Dick Roman.

Ernest S. Meyers, general counsel of the Record Industry Association of America, was elected this week Secretary to the Executive Council of the Federal Bar Association. . . . A new indie label in Las Vegas, Nev., is Roulette Records. (Continued on page 18)

## JUKE BOX WRAP-UP

The second new phonograph to be unveiled in the juke box industry within two weeks was introduced in Grand Rapids, Mich., this week by AMI, Inc. The new model features eight different colors as well as two-tone effect, and multi-horn high-fidelity sound system. Music operators will get to see the new line September 24-25.

The United Music Operators of Michigan, Detroit organization, skeds plans for opening own record one-stop. Group believes operator-owned-and-operated record store will provide juke box business with better understanding and service. Also stage anniversary party with the aid of three local deejays, three recording artists and a like number of amateurs.

Convention-in-print, a special section devoted to the fall coin machine outlook. Lists all coin machine manufacturers, suppliers and distributors, reports juke box activity around the country.

For full details on these stories see Music Machines department on page 76.

*everybody's  
calling for...*

# the McGuire Sisters



**GIVE  
ME  
LOVE**

CORAL 61494 (78 RPM)  
9-61494 (45 RPM)



# GIVE ME LOVE



**GIVE  
ME  
LOVE**

CORAL 61494 (78 RPM)  
9-61494 (45 RPM)



**GIVE  
ME  
LOVE**

CORAL 61494 (78 RPM)  
9-61494 (45 RPM)

**big hits are a habit on**

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

*a great pair...  
by the king and queen of song!*



# LES PAUL • MARY FORD

**AMUKIRIKI**  
(THE LORD WILLING)

**MAGIC  
MELODY**

RECORD NO. 3248



### "Man! It's Tremendous"

SAYS MEL HERMAN, STATE RECORD DISTRIBUTORS, CINCINNATI, OHIO



He's referring to the dealer acceptance on the new CORAL Albums. See pages 26 and 27.

### THE NEW SONG SENSATION

## "SUDDENLY THERE'S A VALLEY"

Recorded by:

- JULIUS LaROSA ..... Cadence
- PATTI ANDREWS ..... Capitol
- JO STAFFORD ..... Columbia
- MILLS BROS. .... Decca
- GOGI GRANT ..... Era
- KAY ARMEN ..... MGM
- MARTHA LYNN ..... RCA Victor

\*Records listed alphabetically by companies

HILL & RANGE SONGS

### ANOTHER BMI "PIN-UP" HIT

### AIN'T THAT A SHAME

- Recorded by: Dot
- PAT BOONE ..... Dot
- RONNIE GAYLORD ..... Wing
- FATS DOMINO ..... Imperial
- BILL MARINE & THE ROCKETS ..... Prom
- ELLA MAE MORSE ..... Capitol
- LOREN BECKER & THE LIGHT BRIGADE ..... Waldorf

Published by Commodore Music Corp.

### WATCH FOR

## "ROCK-A-WAY"

RUSTY KEEFER and his GREEN LIGHTS featuring RITA DELMAR on CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St. Phila. 7, Pa.

### "We're Sizzling Here"

SAYS MIKE KURLAN MODERN DISTRIBUTING CO. LOS ANGELES, CALIF.



And it's not the weather! It's those fabulous new CORAL Albums. See pages 26 and 27.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Col. Tom Parker, of Jamboree Attractions, Madison, Tenn., is mapping a tour of the Southwest for Eddy Arnold, accompanying talent and itinerary to be announced in about 10 days. . . . Rex Allen is reported negotiating with producers of "Ozark Jubilee," ABC-TV net seg emanating from Springfield, Mo., for a once-a-month guestar shot with the show. . . . Lefty Frizzell has left "Town Hall," Los Angeles, for an extended tour of the Pacific Northwest. He originally moved into "Town Hall" for two weeks and remained 26.

Sonny James, who switches from "Big D Jamboree," Dallas, to "Ozark Jubilee," Springfield, Mo., October 8, has just signed a personal management contract with Ed McLemore, promoter at the Dallas Sportatorium, which houses the "Big D." McLemore journeys to New York this weekend for a combined business and pleasure trip. James, incidentally, is sporting a new Cadillac. . . . Jimmie Rodgers Snow is back in Nashville after a two-week tour of duty with the National Guard. Manager Tom Diskin has him set for a number of personals this fall.

Tommy Collins last Thursday (15) began a one-nighter swing thru Colorado, New Mexico and Texas for A. V. Bamford. Tommy's latest waxing for Capitol is "You Oughta See Pickles Now," published by Central Songs. Flip side is "I Guess I'm Going Crazy." . . . Dallas Frazier is back with Cliffie Stone's "Hometown Jamboree," telecast each Saturday night over KTLA, Los Angeles, after a week's stand at the Riverside, Phoenix, Ariz. . . . Freddie Hart, who newest on the Capitol label is "From Canada to Tennessee," Sunday (18) began a trek thru New Mexico for American Corporation, Hollywood.

Ferlin Huskey and the Hushpuppies virtually doubled the previous attendance mark at the hillbilly park at Bean Blossom, Ind., with their appearance there September 11. Huskey and the Puppies are currently on tour thru Alabama, Georgia and South Carolina. . . . Sonny Houston and his comic and lead guitar, Barney Dorsey, have concluded an extended engagement at the Million-Dollar Cowboy Bar, Jackson, Wyo., and moved into Manitowoc, Wis., for a stint at the Howard Stage Bar, where they've already netted a hold-over. From the Howard, they move to the Sportsmen Club, Ashland, Wis., next week for a fortnight's stand. Their tour is being handled thru Ak-Sar-Ben Entertainment Service, Omaha.

Jimmy Newman has a new release on the Dot label this week—"(I Thought I'd Never) Fall in Love Again" b.w. "God Was So Good." Jimmy's "Let Me Stay in Your Arms," flip side of "Blue Darlin'," is reported breaking big in several Southern States. . . . Ray Price starred on last Saturday's (17) Prince Albert segment of "Grand Ole Opry," with Ferlin Huskey on hand as guest performer. . . . George Morgan has just moved his family into their new home in Donelson, Tenn., just outside of Nashville. . . . Ernest Tubb plays Twin Falls, Idaho, September 21; Billings, Mont., 22; Rapid City, S. D., 23, and Des Moines, 25.

Carl Smith, Lew Childre and the Duke of Paducah are set for Eldorado, Ark., Thursday and Friday (22-23), and Morrilton, Ark., Saturday (24). . . . Martha Carson and Bill Carlisle and his gang hold forth at Lumberton, N. C., Friday (23), and Burlington, N. C., Saturday (24). . . . Jimmy Lee Durden, Starday recorder and deejay at KRCT, Baytown, Tex., and his 10-year-old sister, Myra, were guestars recently on the Mike Post TV show over KTVE, Longview, Tex. Jimmy Lee is also a regular on the Saturday night jamboree over KNUZ, Houston.

(Continued on page 44)

## RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Al Hibbler will go into the Copa Casino, Youngstown, O., October 16 for one week, thence for weekly engagements to the Howard Theater, Washington, and Royal, Baltimore on September 23 and 30. LaVern Baker is in the Hibbler show at the Howard, as is Red Prysock, the Sweethearts and the El Dorados. . . . Eddie (Lockjaw) Davis is set for the Cleveland Cotton Club September 26. . . . We hear the Blues-O-Rama show with the Cardinals, Jimmy Reed, Little Walking Willie, etc., and the Buddy Johnson Rick and Roll unit are playing to strong business. . . . Sarah McLawler Trio went into the Flamingo, Pittsburgh, this week for a month's stand. Ditto Savannah Churchill at the Ebony Club, Houston.

Universal Attractions is putting out its first big unit, titled "The Lucky Seven Blues Show." Dick Boone has lined up 17 artists for this package, including a flock of record names. The show will tee off October 28 at the Apollo Theater, New York, then go on a one-nighter tour for three months thru the South and Midwest, winding up on the Coast around New Years. Included in the group are Jack Dupree, Earl King, Little Willie Johns, Little George Smith, Otis Williams, Marie Knight, Hal (Cornbread) Singer and others. Boone intends to book the unit thru individual local promoters with whom he has been doing business regularly.

Jimmy Griffin and his band have signed with Atlantic Records. The lads cut some sides for the diskery this week. . . . Rama Records has packed and recorded a new group, the Ballantines. They sing both r.&b. and pop. . . . Stan Pat is now managing the blues singer, Screamin' Jay Hawkins, who is on Wing Records. . . . The Clovers, with "Nip Sip," moved into the national best-selling charts this week.

Three of the Five Keys' releases have made the top 10 list of WORC, Worcester, Mass., deejay Dick Smith writes—The Medallions "Edna" and Young Jessie's "Mary Lou" were overnight smashes in his territory, Smith adds. . . . Curt Whitcomb, WKBO, Harrisburg, Pa., has a gripe about r.&b. disk distrib. Says he's got to get his disks from Martha Mansfield, the proprietor of the turntable shop. He has the only show in town specializing in r.&b., yet the distrib. refuse to help introduce their material to his vast audience, Whitcomb says. . . . Jack (Hound Dog) Gale, of WTMA, Charleston, N. C., and owner of the Hound Dog Record Shop, has bought out his two former partners, Jim Gurley and Steve Carroll.

Phil Brooks, WKPA, New Kensington, Pa., writes us that the weekly record hops prove r.&b. is not losing its impact. "We play 90 per cent r.&b., and the teen-agers can't get enough."

## 'STUDIO ONE' TO PLUG CORAL LP

NEW YORK, Sept. 17.—Coral's 12-inch album, "Atmosphere by Antonini," will get a long series of plugs over CBS-TV. Antonini, whose original compositions are contained in the album, is music director of "Studio One," and plans to integrate his album music into various of the programs. One selection already has been scheduled. This is "Theme From the Lost Hour," which will be performed on the September 26 production titled "Three Empty Rooms." It's believed the actual disk versions will be used. Other themes from the album will follow on subsequent shows.

## Cricket Tour For October Takes Shape

BOSTON, Sept. 17.—Plans are rapidly being completed for the fall Jimmy Cricket deejay tour to New York City the weekend of October 14-16. Harold Low, tour exec, has signed 10 big name stars to entertain for the group which will invade Manhattan from more than 25 cities in the U. S. and Canada. The tour will bring at least one deejay from each city.

Stars inked for the big Saturday stagershow at Manhattan Center are the Four Lads, Denise Darcel, Don Cornell, Jimmy Komack, Bill Hayes, Lillian Briggs, Alan Dale, Jan Murray, Lynn Roberts and Larry Storch. Many others are expected to drop in at the cocktail-Coke party. A top band will also play for dancing.

Deejays who will be on the tour are now beginning to push the event over their respective stations. More than 4,000 fans are expected to make the trip, and eight hotels are booked ready for the invasion.

## Courtney Pilots Frankie Laine

HOLLYWOOD, Sept. 17.—Cress Courtney, vet agent with Consolidated Radio Artists, William Morris and more recently with Tim Gayle, has been signed as exclusive personal manager by Frankie Laine.

Courtney is scheduled to return to Hollywood in mid-November, accompanying Laine when the latter starts pre-recordings for his next Columbia picture, "He Died Laughing." Laine's representatives, including Courtney, General Artists Corporation, business manager George Gottfried, and the public relations and publicity office of Helen Ferguson and Jewel Smith, will all headquarter on the Coast.

Courtney most recently was active with Gayle in packaging "The Biggest Show," which featured such names as Sarah Vaughan, Patti Page, Nat Cole, Duke Ellington and others.

Laine, meanwhile, has been slotted for five guest shots on CBS-TV, the first with Perry Como September 17. He also is inked for the Latin Quarter, New York, October 6-26, and a one-nighter at Cranston, R. I., October 29.

## KLAC Pic to Pitch DJ's at N.Y. Trade

NEW YORK, Sept. 17.—Hollywood radio indie KLAC has scheduled a special screening of its "The KLAC Story" film for agency time buyers, national advertisers and the trade press here Thursday (22) afternoon at the Park Lane Hotel.

The 20-minute institutional-type sales film (shot in color at a reported cost of \$10,000) features the station's "Big Five" deejay line-up—Peter Potter, Jim Ameche, Gene Norman, Alex. Cooper and Dick Haynes. According to KLAC prexy Mortimer Hall, the film's release "marks the first time any indie station has attempted a sales promotion plan of this magnitude on film."

## "Triple Flip"

SAYS JERRY BLAINE, COSNAT DISTRIBUTING CO., NEWARK, N. J.; DETROIT, MICH., AND CLEVELAND, OHIO



He's referring to the way dealers in his three major markets are flipping over these salable new CORAL Albums. See pages 26 and 27.

### It's the Most!

## EDDIE FISHER'S

MOST EXCITING

(I WANNA GO WHERE YOU GO)

## THEN I'LL BE HAPPY

BOURNE, INC. 134 W. 53d St. N. Y. C., N. Y.

### The Ballad With a Tear

\*\*\*\*\*

## THERE'S A BEAUTIFUL STAR ON OUR CHRISTMAS TREE

\*\*\*\*\*

APEX MUSIC CORP. B.M.I.

## Angel Bells

MILLS MUSIC, INC.

### His Greatest!

## Fooled

Recorded by: PERRY COMO

HARMS, INC. RCA #20/47-6192

From The 20th Century-Fox CinemaScope Production LOVE IS A MANY-SPLENDORED THING

## LOVE IS A MANY-SPLENDORED THING

MILLER MUSIC CORPORATION

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write BOX 666 2160 Patterson Street Cincinnati, Ohio

# Mantovani

AND HIS ORCHESTRA

## BEGIN the BEGUINE

Our Dream Waltz — 1543



### MANTOVANI LONG PLAYING RECORDINGS

**GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F**  
Julius Katchen (Piano). LL.1262 \$3.98

**SONG HITS FROM THEATRELAND**

If I Loved You (Carousel); Wunderbar (Kiss Me Kate); I've Never Been in Love Before (Guys and Dolls); Hello Young Lovers (King and I); Stranger in Paradise (Kismet); C'est Magnifique (Can Can); I Talk to the Trees (Paint Your Wagon); They Say It's Wonderful (Annie Get Your Gun); Bewitched (Pal Joey); Some Enchanted Evening (South Pacific); Out of My Dreams (Oklahoma); Almost Like Being in Love (Brigadoon). LL.1219 \$3.98

**THE MUSIC OF RUDOLF FRIML**

Love Everlasting; Rose Marie; Dear Love, My Love; Only a Rose; Song of the Vagabonds; Love Is Like a Firefly; Giannina Mia; Indian Love Call; He Who Loves and Runs Away; Donkey Serenade; Door of Her Dreams; Totem Tom-Tom; Someday; Sympathy. LL.1150 \$3.98

**WALTZ TIME**

I Live for You; Diane; Queen Elizabeth Waltz; For You; Kisses in the Dark; Babette; Little Swiss Waltz; Will You Remember; Our Dream Waltz; Under the Roots of Paris; The Meiba Waltz; Wyoming; Charmaine; Just For a While. LL.1094 \$3.98

**THE MUSIC OF SIGMUND ROMBERG**

I Bring a Love Song; Wanting You; Stouthearted Men; Desert Song; One Alone; Just We Two; Drinking Song; Softly as in a Morning Sunrise; When I Grow too Old to Dream; Lover, Come Back to Me; Deep in My Heart, Dear; You Will Remember Vienna; Serenade; Will You Remember? LL.1051 \$3.98

**ROMANTIC MELODIES**

Swedish Rhapsody; Music Box Tango; Ramona; Moonlight Serenade; Beautiful Dreamer; Luxemburg Polka; Shadow Waltz; Moulin Rouge Theme; We'll Gather Liliacs; Royal Blue Waltz; Jamaican Rumba; Vola Colombo; Gypsy Legend; Suddenly. LL.979 \$3.98

**AN ALBUM OF CHRISTMAS MUSIC**

The First Noel; Joy To The World; Hark, The Herald Angels Sing; Silent Night, Holy Night; God Rest Ye, Merry Gentlemen; O Tannenbaum; White Christmas; Midnight Waltz; Good King Wenceslas; Nazareth; O Holy Night; O Little Town of Bethlehem; Adeste Fideles; Skaters Waltz. LL.913 \$3.98

**MANTOVANI PLAYS THE IMMORTAL CLASSICS**

Prelude in C# Minor (Rachmaninoff); Minuet in G (Mozart); Romance (Rubinstein); Simple Aveu (Thome); On Wings of Song (Mendelssohn); Largo (Handel); Barcarolle (Offenbach); Ave Maria (Schubert); Cradle Song (Brahms); Air on a G String (Bach); Etude in E (Chopin); Waltz from "Serenade for Strings" (Tchaikovsky). LL.877 \$3.98

**AN ALBUM OF FAVORITE TANGOS**

Jealousy; A Media Luz; Arana de la Noche; Besame Mucho; Tango de la Luna; Red Petticoats; Adios Muchachos; Blue Sky; El Choclo; La Comparsita; Chiquita Mia; Tango de la Rosa. LL.768 \$3.98

**AN ENCHANTED EVENING WITH MANTOVANI**

Come Enchanted Evening; Tell Me That You Love Me Tonight; When the Lilac Blooms Again; Love's Dream After the Ball; Symphony Amoureuse; Speakeasy; The Agnes Waltz; The Whistling Boy; Faith; Schonbrunner Waltz; Czardas. LL.766 \$3.98

**THE MUSIC OF VICTOR HERBERT**

Ah, Sweet Mystery of Life; When You're Away; Neapolitan Love Song; March of the Toys; I'm Falling in Love with Someone; Gypsy Love Song; Kiss Me Again; Indian Summer; To the Land of My Own Romance; Italian Street Song; A Kiss in the Dark; Habanera; Sweethearts; The Irish Have a Great Day Tonight. LL.746 \$3.98

**STRAUSS WALTZES**

Blue Danube; Roses from the South; Village Swallows; Wine, Women and Song; Tales from the Vienna Woods; Morgenblätter; Emperor Waltz; Accelerations; You and You; Voices of Spring; 1001 Nights. LL.685 \$3.98

**A SELECTION OF FAVORITE WALTZES**

Was It a Dream? It Happened in Monterey; Lovely Lady; Mexicali Rose; Love, Here Is My Heart; Poem; At Dawning; I Love You Truly; Dancing with Tears in My Eyes; La Ronde; Greensleeves; Dear Love, My Love. LL.570 \$3.98

**COMING SOON!**

**MANTOVANI MUSICAL MODES**

Lonely Ballerina; Dusk; Ma Chère Ami; June Night; Deserted Ballroom; Nalila; Lazy Gondolier; Begin The Beguine; Intermezzo from Cavaleria Rusticana; Dream, Dream, Dream; Edelmã; Reviens.

**OPERATIC ARIAS**

Celeste Aida (Aida); One Fine Day (Madame Butterfly); Caro Nome (Rigoletto); Softly Awakes My Heart (Samson and Delilah); M'Appari (Gianni Schicchi); Habenera (Carmen); Oh My Beloved Daddy E. Iucevan le stella (Tosca); Intermezzo (Cavaleria Rusticana); Brindisi (La Traviata).

### Mantovani Concert Tour

Town & State	Date	Hall	Town & State	Date	Hall	Town & State	Date	Hall
East Northfield, Mass.	Oct. 1		Harrisburg, Pa.	Oct. 12	Forum	Sicux Falls, S. D.	Oct. 25	Coliseum
Hartford, Conn.	Oct. 3	Bushnell Memorial	Pittsburgh, Pa.	Oct. 13	Mosque	Minneapolis, Minn.	Oct. 26	Northrop Aud.
Amherst, Mass.	Oct. 4	Curry Hicks Bldg. U. of Mass.	Cleveland, Ohio	Oct. 15	Music Hall	Dubuque, Iowa	Oct. 27	College Gym
New York City	Oct. 5	Carnegie Hall	Toledo, Ohio	Oct. 16	State Theatre	Davenport, Iowa	Oct. 28	RKO Orpheum Theatre
Newark, N. J.	Oct. 6	Mosque	E. Lansing, Mich.	Oct. 17	College Aud.	Chicago, Ill.	Oct. 29, 30	Orchestra Hall
Baltimore, Md.	Oct. 7	Lyric Theatre	Detroit, Mich.	Oct. 18	Masonic Temple	Bowling Green, Ohio	Oct. 31	University Gym
New York City	Oct. 8	Carnegie Hall	Bloomington, Ind.	Oct. 19	Indiana U. Aud.	Buffalo, N. Y.	Nov. 1	Kleinhaus Music
Boston, Mass.	Oct. 9	Symphony Hall	St. Louis, Mo.	Oct. 20	Opera House, Kiel Aud.	Youngstown, Ohio	Nov. 2	Stambaugh Aud.
Scranton, Pa.	Oct. 11	Catholic Youth Center Gym	Kansas City, Mo.	Oct. 21	Music Hall	Philadelphia, Pa.	Nov. 3, 4	Academy of Music
			Des Moines, Iowa	Oct. 22	KRNT Theatre	Washington, D. C.	Nov. 5	Constitution Hall
			Omaha, Nebr.	Oct. 23	Civic Aud. Music Hall	New York City	Nov. 6	Carnegie Hall

# London

RECORDS



# PHONOS—HI FI

## 7,500 TAKE IN LIBERTY'S SHOW ON HI-FI . . .

By actual elevator count, over 7,500 people visited Liberty Music Shops' Hi-Fi show in New York Monday thru Wednesday (12-14). Utilizing two floors at the chain's Madison Avenue-50th Street flagship, 25 lines were displayed, each also represented by its own demonstrator. Included were phonos, supplies, speakers, needles, etc., as well as two record lines, Angel and London.

## TELECTROSONIC INTRODUCES NEW TAPE RECORDER . . .

The Telectrosonic Corporation has introduced a new low-cost light-weight portable tape recorder, its model 556. The new unit operates simply, with dual track recording at 3 3/4 i.p.s. It comes in a two-tone airplane cloth luggage-type case. It measures 7 by 10 by 1 1/2 inches, and weighs less than 16 pounds.

## ENGINEERS' CONFAB TIES IN WITH N. Y. AUDIO FAIR . . .

Concurrently with the Audio Fair, to be held at the Hotel New Yorker, October 12-15, the Seventh Annual Convention of the Audio Engineering Society will take place at the same hotel. The AES' annual banquet will be held October 12) evening at which time a number of awards and honorary memberships will be conferred. The technical program will open Wednesday morning with a session on Audio Appli-

cation Problems. During one session, Alfenol, a new magnetic head material, will be discussed. One morning will be given over to magnetic tape, and the Thursday afternoon session will include seven papers read on the subject of transistors. These subjects are only a few of dozens that will be dealt with. All told, it looks like a pretty full session.

## RCA HAS TAPE ACCESSORY FOR MARK PHONOS

RCA Victor has produced a new hi-fi tape recorder attachment as an accessory for its Mark II and Mark III phonos. The attachment comes in its own mahogany cabinet and is a duplicate of the recorder in the twin cabinet Mark I model. This unit, Model 6HFT1, will retail for \$495.

## ALTEC OFFERS COLLARO CHANGER IN NEW SET . . .

The Altec Lansing Corporation has introduced a new Model 901A record player featuring a Collaro changer with magnetic pick-up and a 10-watt amplifier. It's available in mahogany and blond and retails for \$225. Ad-wise, this year Altec is offering its dealers a co-op certificate worth \$4 on each unit in its package line. On all duplex speakers, a \$2 allowance will be given. The firm also is offering a finance plan for both dealers and consumers. The company's own ad program tees off with five pages in the October issue of High Fidelity magazine.

# LINER NOTES

By IS HOROWITZ

## MERC. ADDS 'BEAUTY' TO TCHAIKOVSKY TRILOGY . . .

Mercury's current release of the "Sleeping Beauty" winds up the trilogy of three major Tchaikovsky ballets, all made available by the label in really complete editions and all in plush bindings. Others, of course, are "The Nutcracker" and "Swan Lake."

To gain maximum sales mileage, two of the sets are being broken up into single 12-inch LP's, each holding portions of the long ballets. At this time "Swan Lake" is being offered in "single" versions, and it can be expected that the same treatment will be given to "Sleeping Beauty" before long.

## DECCA ARCHIVES TO GO DIRECT TO DEALERS . . .

Decca's new Archives Series, consisting of imported German etchings of Deutsche Grammophon LP's of historically important music (The Bill-

board, September 17), will not be handled by the label's branches of distributors. Dealer orders will be taken direct by the factory. Also dealers will not be allowed to place orders for selected items on the initial release of 12 LP's. At least one of each must be ordered.

## M-G-M'S GERSHWIN DATES START GERMAN CONCERTS . . .

M-G-M's project to record a number of important Gershwin compositions in Germany has led to an ambitious series of concerts in that country featuring the works of the American composer. To help prepare the ensemble, the Pro Musica Symphony of Hamburg, for the recording sessions, one Gershwin concert was scheduled. This was received so well that a repeat performance had to be given.

Now the work is getting ready to play all-Gershwin concerts in at least 16 German cities with additional dates likely in other countries. The M-G-M set, incidentally, will be released here soon.

# JAZZ ON THE UPBEAT

By BILL SIMON

## NY'S CENTRAL PLAZA ON SIXTH YEAR OF JAZZ . . .

The jazz concerts at the Central Plaza, New York, have just started on their sixth year. The bakes, run by Jack Crystal, are staged every Friday and Saturday evening and rarely to less than full capacity. The place holds up to 700. According to Crystal, the bill includes equal parts of swing and Dixie, with such regulars as Conrad Janis, Willie the Lion, Tyree Glenn, Big Chief Moore, Roy Eldridge, Tony Parenti and Jo Jones, plus guests. Two regulars, trombonist Jimmy Archey and drummer Freddy Moore, have just left for San Francisco and Chicago respectively.

## NEW ISSUES BRING LINE TO 10 FOR JAZZTONE . . .

The Jazztone Society, first of the mail-order record clubs to issue jazz LP's, brings its current catalog to 10 regular-line packages with the release of its two August selections. The outfit is putting out one set of newly recorded jazz along with one reissue (historic jazz) grouping per month. In July, the sets were "Chicago Style"—a new collection with Max Kaminsky, Pee Wee Russell, Miff Mole, Joe Sullivan, et al.—and "Billie Holiday Sings," issued originally on Commodore. The August titles are the new "Swinging With Ruby Braff" and "Jelly Roll Morton." The latter has been culled from Morton's last batch of commercial recordings, which originally came out on the now-defunct General label, which subsequently was bought out by Commodore.

Jazztone's September release has a new set by Mary Lou Williams and a historic set by Bunk Johnson and George Lewis, from Pax and Commo-

dore masters. In October there will be a Lester Young-Chu Berry grouping (from Commodore) and a Sidney Bechet-Omar Simeon combination. The Bechet sides were cut in France. The Prez Young sides, incidentally, include four featuring Lester on clarinet.

## STEARNS' JAZZ COURSE IS OFFERED FOR 3d YEAR . . .

On Thursday (29) Prof. Marshall Stearns reopens his jazz course at the New School in New York. It will be the third year for the course, entitled "The Role of Jazz in American Culture." Stearns deals with the jazz story chronologically, bringing in guest musicians to play and talk. Each lecture and discussion then is followed by a field trip to some local jazz spot. Enrollment runs between 40 and 60.

Professor Stearns has completed his new book, tentatively called "The Story of Jazz." Oxford University Press will publish it in the spring.

## PASSING NOTES AND ADDED LICKS . . .

Progressive Records is the second diskery to cut an LP on location at the Cafe Bohemia in Greenwich Village. This one features the George Wallington Trio. Savoy cut a date there recently with Kenny Clarke's group, including Julian (Cannonball) Ad-derley. . . . Flutist Herbie Mann opens at the Cotton Club, Cleveland, for a week starting Monday (19). His new Bethlehem LP is out this week. . . . Caedmon Records, a diskery specializing in literary works read by their authors, is negotiating for a series of LP's based on the Nat Shapiro-Nat Hentoff "Hear Me Talkin' to Ya." Editor Hentoff, by the way, became the father of a girl last week.

Atlanta, and Jacksonville, Fla., and Syndicate Store Sales Manager Harold Drayson tours Albany, N. Y.; Philadelphia, Washington, and Rochester, N. Y. The label's a.&r. chief Harry Meyerson, and Promotion Manager Sol Handwerker are also scheduling trips, starting October 1. Redd Evans has assigned the English rights to "Wee Small Hours" to Bron Music. . . . The Mariners open at Fazio's in Milwaukee for a week beginning September 16.

# MUSIC THIS WEEK

Continued from page 15

which has released its first disk by chanter Revel Ray.

Don Shirley will guest on the CBS "Woolworth Hour" Sunday (25) and Steve Allen's NBC-TV "Tonight" on Monday (26) to plug his new Cadence album. . . . Mercury's national advertising-promotion director, Kenny Myers, and

frau Betsy welcomed a new son in Chicago Thursday (15). . . . M-G-M's Sales department to visit distributors, hit the road this week with sales chief Wallace W. Early visiting Pittsburgh, Cincinnati, Cleveland and Detroit, while Distribution Manager Charles Hasin covers Baltimore; Charlotte, N. C.;

# Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. THE ART OF THE ORGAN—E. Power Biggs . Columbia SL 219
3. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) . . . . . Capitol P 8302
5. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
6. GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F—Katchen, Mantovani Orchestra . . . . . London LL 1262
7. J. STRAUSS: WALTZES—Kostelanetz Orchestra . . . . . Columbia CL 805
8. MUSIC FOR A SUMMER NIGHT—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1910
9. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
10. VERDI: AIDA SUITE—Kostelanetz Orchestra . Columbia CL 755
11. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1879
12. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PANA—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4983
13. TCHAIKOVSKY: ROMEO AND JULIET OVERTURE—FANTASY; 1812 OVERTURE; MARCHE SLAV—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4997
14. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . Columbia ML 4895
15. RESPIGHI: FESTE ROMANE; CHURCH WINDOWS—Minneapolis Symphony (Dorati) . . . . . Mercury 50046
16. BACH: TOCCATA AND FUGUE IN D MINOR—E. Power Biggs . . . . . Columbia ML 5032
17. D'VORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
18. STRAVINSKY: PETROUCHKA; LE SACRE DU PRINTEMPS—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5030
19. RAVEL: DAPHNIS ET CHLOE—Minneapolis Symphony (Dorati) . . . . . Mercury 50048
20. LA DANZA—Hollywood Bowl Orchestra (Dragon) . . . . . Capitol P 8314

# Reviews and Ratings of New Popular Albums

## THE FABULOUS MAE WEST . . . . . 79

(1-12")  
Decca DL 9016  
"Fabulous" is the word for this album, which spotlights the incomparable Mae West, backed by a male quartet and the sock arrangements of Sy Oliver. The package is a trifle salty for air play, but once word gets around buyers should "go West." The legendary "come up and see me sometime" gal sounds incredibly young on wax, and while her voice isn't much quality-wise, she knows exactly how to use it for maximum effect. She sings a couple of standards comparatively straight, but scores best with expertly timed sides while one of the male warblers sings the verse of "Pecado." Some of the lines are quite blue, but (as tongue-in-cheeked by Mae West) they're never offensive. It's a for-adults-only package, of course.

## DECCA'S RECORD HOP—ALL-TIME DANCE FAVORITES . . . 79

(1-12")  
Decca DL 8067  
When a dance record is called for, here's one that can be safely recommended to most buyers. It contains a broad representation of tempos and also styles, but nothing really goes off the deep end in any one direction. Examples are Tommy Dorsey's "The Most Beautiful Girl in the World," Randy Brooks' "Tenderly," Basie's "One o'Clock Jump," Lombardo's "Humoresque," So many Burke's "Mambo Jumbo," etc. Every one of the numbers has been a big singles hit. This one can go as far as a dealer wants to push it.

## I'VE GOT YOU UNDER MY SKIN . . . 78

Georgie Auld (1-12")  
Coral CRL 57009  
One of the most gifted practitioners of the jazz idiom is given free rein here and he makes the most of it. There's a smooth, lush, strangled sound that follows Georgie thru "Easy to Love," "Smoke Gets in Your Eyes," "Body and Soul," "I Cover the Waterfront" and a number of other modern classics. Also featured are the Jud Conlon Rhythmaires, a vocal unit of no small talent. The show is all Auld in this package, and the eye-catching liner should find its way onto the shelves of jazz collectors and lovers of just plain good mood music alike.

## THE BOY NEXT DOOR . . . . . 78

Roger Williams, Piano (1-12")  
Kapp KL 1003  
Roger Williams' waxing of "Autumn Leaves" is one of the top 10 best-sellers right now, so this LP should grab off plenty of play as well as counter sales. The pianist is featured on 12 pop standards, ranging from a dreamy "The Nearness of You," and "You'll Never Walk Alone," to a comparatively modern jazz version of "My Funny Valentine" and "Moonlight in Vermont." Williams doesn't play with much heart, but his showmanly style and excellent technique puts over his material with sock commercial appeal. Cover features a folksy photo of an old-fashioned tree-shaded street.

## AMERICAN SYMPHONIC BAND OF THE AIR . . . . . 77

Dr. William D. Revelli Guest Cond. (1-12")  
Decca DL 8157  
This album illustrates how interesting band repertoire can be. It is not merely a collection of marches, but rather includes such items as Glenn Osser's "Beguine for Band," Joe Padilla's "El Relicario," Francisco Chavez' "Tambou," a samba, Ralph J. Hermann's "Kiddie Ballet"—11 in all. The performance and sound are excellent. Major and important indie labels are cognizant of the growing appeal of band music and are producing more such packages. Dealers with this type of trade should certainly stock this.

## LAWRENCE WELK AND HIS SPARKLING STRINGS . . . . . 74

(1-12")  
Coral CRL 57011  
Lawrence Welk has a big TV following, and this mood music album should cash in on his video popularity sales-wise. The LP puts its major musical emphasis on strings, with Welk serving up a listenable brand of pleasant music with the sound, steady, kind of beat best suited to the average ballroom dancer. The LP's 12 selections include "Sunrise Serenade," "Stars in My Eyes," "The Champagne Waltz" and "Musette." Myron Floren embellishes several of the sides with standout accordion solo work.

## DANCE BAND IN TOWN . . . . . 73

Ralph Marterie and His Ork (1-12")  
Mercury MG 20066  
A good set for terpers, offering a generous sampling of the Marterie style—always danceable and often interesting. Twelve tunes of varying moods are played, including "September Song," "Perdido," "Tenderly" and "Stompin' at the Savoy."

## ROMANCE IN RHYTHM . . . . . 72

Phil Bennett and His Ork (1-10")  
Bryant BR 1310  
Stores that pushed Bennett's earlier album on Regent found it an easy seller to fanciers of hotel or "society" style dance music. This is more of the same, on the blind maestro's own label: nine great show tunes and one mambo original, all played in simple, tasteful, danceable style. The tunes and tempos will sell this in almost any neighborhood, tho' "class" stores should reap special harvests.

## BOBBY TROUP AND HIS TRIO . . . . . 65

(1-12")  
Liberty LRP 3002  
There are a dozen standards here, and they are chanted—rather than sung—by Bobby Troup. His vocalizing is very stylized, and would appeal to a cultist group only. A cool trio accompanies. Tunes include "Thou Swell," "Old Devil Moon," "I've Got You Under My Skin," etc.

## LULLABY TIME . . . . . 71

Fred Waring and the Pennsylvanians (1-12")  
Decca DL 8110  
Fourteen tunes associated with slumber and a cover photo of a young (Continued on page 37)

# COLUMBIA CHECK LIST

## NEW POP RELEASES

- How Can I Replace You? (Come Back and) Tell Me That You Love Me Tony Bennett 40567
- BR-RRR-RR-MI The No Love Kaboodle Barbara Ruick 40563
- Tumbling Tumbleweeds It's the Talk of the Town Herb Shriner's Harmonica Orch. 40555
- Little White Lies When You're Smiling Pete Rugolo 40553
- Look! Look! Ching Ching-a-Ling Jill Corey 40566

## BEST SELLING POP SINGLES

Week ending September 16, 1955

- The Yellow Rose of Texas Blackberry Winter Mitch Miller 40540  
4-40540
- Moments to Remember Dream On, My Love, Dream On Four Lads 40539  
4-40539
- Hawk-Eye Your Love Frankie Laine 40558  
4-40558
- I'll Never Stop Loving You Never Look Back Doris Day 40505  
4-40505
- Learning to Love Song of Seventeen Peggy King 40562  
4-40562
- Rememb'ring I Wish I Was a Car Peter Lind Hayes & Mary Healy 40547  
4-40547
- Suddenly There's a Valley The Night Watch Jo Stafford 40559  
4-40559
- Go On By Sailor Boys Have Talk to Me in English Rosemary Clooney 40534  
4-40534
- Wake the Town and Tell the People Hold Me Tight Mindy Carson 40537  
4-40537
- When Blinky Bowls (The Trombone Blues) Belonging Guy Mitchell 40560  
4-40560

## NEW FOLK RELEASES

- I'm a Fool to Think You Care Adios, So Long, Goodbye Bill Morgan 21450
- But I Don't Care Sag, Drag and Fall Sid King and the Five Strings 21449
- Remember the Alamo Livin' It Up Johnny Bond 21448
- Was There a Teardrop Wild Wind Rosie and Retta 21447

## BEST SELLING FOLK RECORDS

Week ending September 16, 1955

- Hawk-Eye I Can't Make My Dreams Understand Bobby Lord 21437  
4-21437
- Don't Tease Me I Just Dropped In to Say Goodbye Carl Smith 21429  
4-21429

## BEST SELLING POPULAR ALBUMS

Week ending September 16, 1955

- Love Me or Leave Me Doris Day CL 710 B 540  
B 2090
- Calendar Girl Kostelanetz CL 811 B 2091  
B 2092 B 2093
- Pete Kelly's Blues Matlock, Heindorf and Warner Bros. Orchestra B 2104 B 2105
- Richard Rodgers' Waltzes Rodgers CL 810 B 2024  
B 2025
- Songs of the West Luboff Choir CL 657 B 506  
B 2003
- Satch Plays Fats L. Armstrong CL 708 B 536  
B 2085
- Mood for Twelve P. Weston CL 693 B 526
- Music for Her P. Faith CL 705 B 532  
B 2084
- Dancing Sound L. Elgart CL 658 B 514  
B 2044 B 2045 B 2046
- Vienna Holiday M. Legrand CL 706 B 533

## MASTERWORKS BEST SELLERS

Week ending September 16, 1955

- Verdi: Aida (Opera-for-Orchestra) Kostelanetz CL 755  
A-1114
- Bravo! Kostelanetz cond. Philh-Symphony Orch. N. Y. CL 758  
A-2035 A-2036
- Rimsky-Korsakov: Scheherazade The Philadelphia Orch. Ormandy, Cond. ML 4888  
A-1103
- Offenbach: Gaite Parisienne/Chopin: Les Sylphides The Philadelphia Orch. Ormandy CL 741  
A-1919 A-1920
- Tchaikovsky: Romeo & Juliet and "1812" Overtures, Marche Slav The Philadelphia Orch. Ormandy ML 4997  
A-4997
- Stravinsky: Le Scare du Printemps/Petrouchka Philadelphia Ormandy ML 5030
- Grieg: Peer Gynt Suites 1 & 2 Philadelphia Ormandy ML 5035  
A-2037 A-2038
- Bizet: L'Arlesienne Suites 1 & 2 Philadelphia Ormandy ML 5035  
A-2037 A-2038
- Bach: Toccata in D Minor (Played on 14 Famous Organs of Europe) E. Power Biggs ML 5032  
SL-219
- The Art of the Organ E. Power Biggs ML 5032  
SL-219
- Levant Plays Gershwin's Rhapsody in Blue; Concerto in F; also American in Paris A-1643 and A-1647
- Andre Kostelanetz Plays Strauss Waltzes CL 805
- Mendelssohn/Tchaikovsky—Violin Concerti Francescatti ML 4965  
A-1109

## SPECIAL RECORDING OF UNUSUAL INTEREST

- The Greatest Moments in Sports ML 5000  
AX 5000
- A Square Talk on Popular Music—Anna Russell ML 5036
- Kismet—Original Broadway Cast ML 4850 and A-1100
- Pajama Game—Original Broadway Cast ML 4840 and A-1098
- South Pacific—Original Broadway Cast ML 4180 and A-850



Check with the man from  
**COLUMBIA**



RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY &amp; WESTERN, RHYTHM &amp; BLUES, CLASSICAL

# The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

## HONOR ROLL OF HITS

TRADE MARK REG.

### THE NATION'S TOP TUNES

 For survey week ending September 14

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</b>		<b>1 8</b>	<b>6. Rock Around the Clock</b>		<b>4 18</b>
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: I. Fields Trio, Tico 273; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. RECORDS AVAILABLE: S. Doe, Arcade 123; C. Wolcott, M-G-M 12028.		
<b>2. Ain't That a Shame</b>		<b>2 11</b>	<b>7. Autumn Leaves</b>		<b>8 5</b>
By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348. RECORD AVAILABLE: R. Gaylord, Wing 90900. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.		
<b>3. Seventeen</b>		<b>3 8</b>	<b>8. Bible Tells Me So</b>		<b>7 8</b>
By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: Don Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218.		
<b>4. Love Is a Many-Splendored Thing</b>		<b>5 5</b>	<b>9. Hard to Get</b>		<b>9 14</b>
By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; D. Rose, M-G-M 30883.			By Jack Segal—Published by Witmark (ASCAP) BEST SELLING RECORD: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>5. Wake the Town and Tell the People</b>		<b>6 8</b>	<b>10. Tina Marie</b>		<b>13 7</b>
By Gallop & Livingston—Published by Joy (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3120; M. Carson, Col 40537. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Bob Merrill—Published by Roncom (ASCAP) BEST SELLING RECORD: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
<b>Second Ten</b>					
<b>11. Hummingbird</b>		<b>12 11</b>	<b>16. Learnin' the Blues</b>		<b>10 19</b>
By Don Robertson—Published by Ross Jungnickel (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1267; P. Laine, Col 40506; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Dolores Vicki Silver—Published by Barton (ASCAP) RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; F. Sinatra, Cap 3102; J. Valino, Gold Star 253; B. Ward-Dominos, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
<b>11. Maybellene</b>		<b>11 6</b>	<b>17. Song of the Dreamer</b>		<b>17 7</b>
By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682.			By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.		
<b>13. Longest Walk</b>		<b>14 7</b>	<b>18. I Want You to Be My Baby</b>		<b>20 4</b>
By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By John Hendricks—Published by Victory (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9115; G. Gibbs, Mercury 70685; L. Jordan, Dec 29655. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
<b>14. Moments to Remember</b>		<b>18 3</b>	<b>19. Shifting, Whispering Sands</b>		<b>29 2</b>
By Stillman & R. Allen—Published by Beaver (ASCAP) RECORD AVAILABLE: Four Lads, Col 40539.			By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) RECORDS AVAILABLE: R. Draper, Mercury 70696; Johnson Family, Vic; B. Vaughn, Dot 15409.		
<b>15. I'll Never Stop Loving You</b>		<b>15 11</b>	<b>20. Gum Drop</b>		<b>16 6</b>
By Kahn and Bradszky—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Rudy Toombs—Published by Toombs (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090.		
<b>Third Ten</b>					
<b>21. Suddenly There's a Valley</b>		<b>24 3</b>	<b>25. Kentuckian Song</b>		<b>27 6</b>
By C. Meyer & B. Jones—Published by Warmen-Hill & Ranje (BMI) RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; J. Stafford, Col 40559.			By Irving Gordon—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okeh 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Chorney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.		
<b>22. My Bonnie Lassie</b>		<b>- 1</b>	<b>27. Medic Theme (Blue Star)</b>		<b>27 9</b>
By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORDS AVAILABLE: Ames Brothers, Vic 20-6208.			By Heyman & Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Pearce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.		
<b>23. Domani</b>		<b>22 11</b>	<b>27. It's a Sin to Tell a Lie</b>		<b>25 16</b>
By Tony Velona and Ulpio Minucci—Published by Montauk Music Co. (BMI) RECORDS AVAILABLE: J. La Rosa, Cadence 1265; T. Martin, Vic 20-6167; Minucci Ork, Coral 61450. ELECTRICAL TRANSCRIPTION: Larry Faith Ork, Standard.			By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & the Redheads, Epic 9093. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.		
<b>23. Black Denim Trousers</b>		<b>- 1</b>	<b>29. He</b>		<b>- 1</b>
By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI)			By Richard Mullan & Jack Richards—Published by Avis (BMI) RECORDS AVAILABLE: A. Hibbler, Dec 29660.		
<b>25. Blossom Fell</b>		<b>22 20</b>	<b>29. Same Ole Saturday Night</b>		<b>- 1</b>
By Howard Ramea, Harold Cornelius & Dominic John—Published by Shapiro-Berstein (ASCAP) RECORDS AVAILABLE: V. Barrett, London 1566; Nat (King) Cole, Cap 3095; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.			By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3154.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

# KEEP THE POPS ALIVE IN '55

another smash hit for

# NAT "KING" COLE

*with orchestra Conducted by NELSON RIDDLE*

CAPITOL RECORD NO. 3234



## FORGIVE MY HEART

## SOMEONE YOU LOVE

AS FEATURED ON

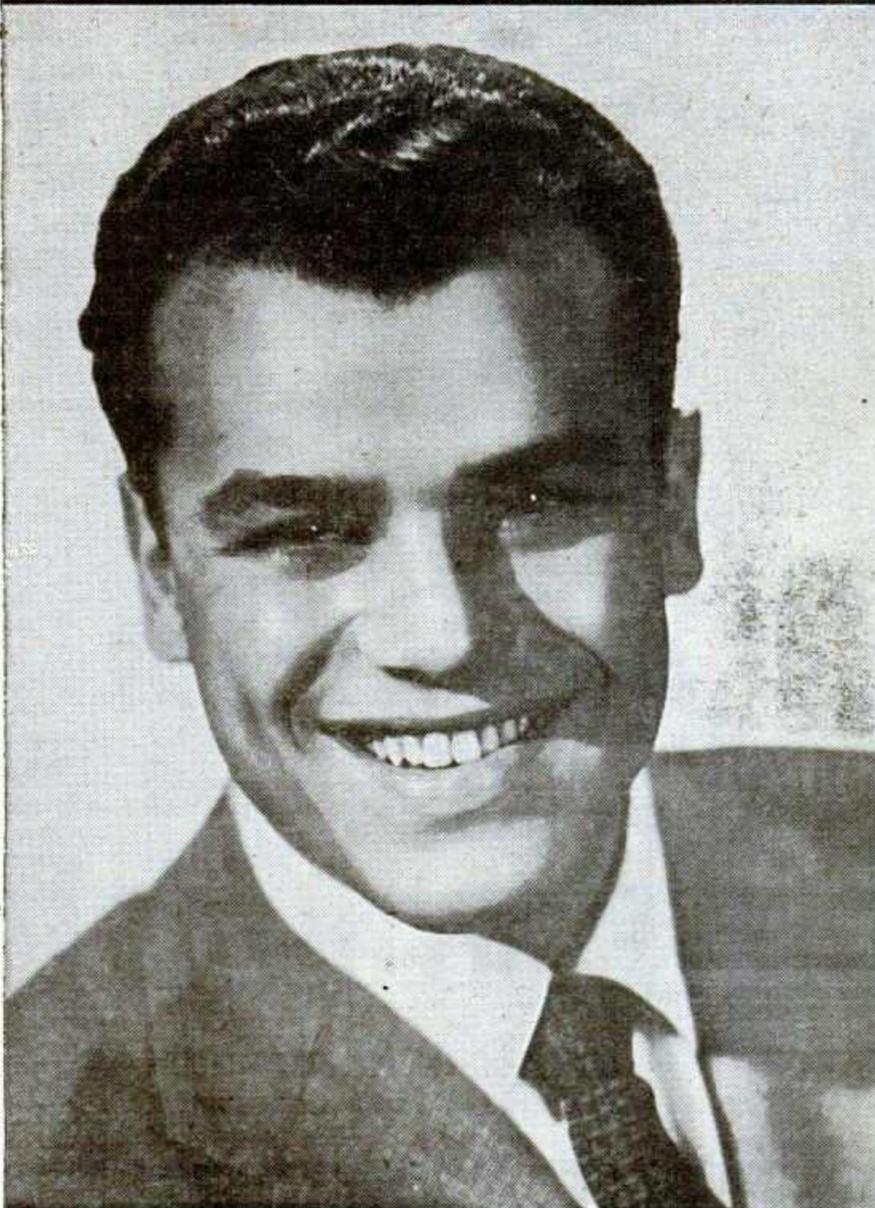
# MR. DISTRICT ATTORNEY

TELEVISION SHOW

*week of September 26*



# september



## JULIUS LA ROSA

Exactly as sung on the Ed Sullivan Show,  
Sept. 18, 1955

### "SUDDENLY THERE'S A VALLEY"

c/w

"EVERY TIME THAT I KISS CARRIE"

#1270

#### THE MARINERS

#1272 "I LOVE YOU FAIR DINKUM" (Dinky Di I Do)

c/w

"AT THE STEAMBOAT RIVER BALL"

#### NEW RELEASES

(Both Recorded in Sweden)

#1271 CHRIS DANE

"IN THE WEE SMALL HOURS"

c/w

"I HAD A LOVE WHO LOVED ME"

#1269 ERNIE ENGLUND

"NIGHT TRAIN"

c/w

"'CUZ IT'S SO GOOD TO EAT"

#### CALLS COMING IN

#1268 THE TOPHATTERS

"45 MEN IN A TELEPHONE BOOTH"

c/w

"WILD ROSIE"

#### STILL STRONG

#1265 JULIUS LA ROSA

"DOMANI"

c/w

"MAMA ROSA"

#1266 MARION MARLOWE

"A MAN IN A RAINCOAT"

c/w

"HEARTBEAT"

#1267 THE CHORDETTES

"HUMMINGBIRD"

c/w

"I TOLD A LIE"

#### ALBUM BEST SELLER

12" CLP 1004 PIANO PERSPECTIVES — DON SHIRLEY

also available on Extended Play  
CEP 503 and CEP 504

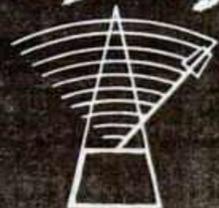
and still strong

12" CLP 1001 TONAL EXPRESSIONS — DON SHIRLEY

also available on Extended Play  
CEP 501 and CEP 502

# cadence

RECORDS



# sizzlers

# KWELA - KWELA

**SOUTH AFRICA'S NUMBER 1 HIT!\***

Published by Peer International, Inc.  
Murray Deutch, Gen. Prof. Mgr.

**SOUTH AFRICA'S NUMBER 1 HIT!\***

Published by Peer International, Inc.  
Murray Deutch, Gen. Prof. Mgr.



## BILL HAYES

## BILL HAYES

**#1274**

Exactly as performed on the Caesar  
Hour Show Sept. 10, 1955

**#1274**

Exactly as performed on the Caesar  
Hour Show Sept. 10, 1955

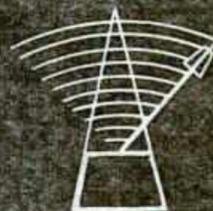
c/w WHITE BUFFALO

c/w WHITE BUFFALO

*\*Breaking Big in Johannesburg, Capetown and Niarobi*

# cadence

RECORDS



The Billboard Music Popularity Charts POPULAR RECORDS

• Best Sellers in Stores

For survey week ending September 14

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type. The leading side on top.

This Week	Weeks on Chart	Record	Last Week
1	8	<b>YELLOW ROSE OF TEXAS</b> (ASCAP)—M. Miller.....	1
		Blackberry Winter (BMI)—Col 40540	
2	4	<b>LOVE IS A MANY-SPLENDORED THING</b> (ASCAP)—Four Aces.....	3
		Shine On, Harvest Moon—Dec 29625	
3	11	<b>AIN'T THAT A SHAME</b> (BMI)—P. Boone.....	2
		Tennessee Saturday Night (BMI)—Dot 15377	
4	6	<b>AUTUMN LEAVES</b> (ASCAP)—R. Williams.....	5
		Take Care (BMI)—Kapp 116	
5	20	<b>ROCK AROUND THE CLOCK</b> (ASCAP)—B. Haley.....	4
		Thirteen Women (BMI)—Dec 29124	
6	5	<b>SEVENTEEN</b> (BMI)—Fontane Sisters.....	11
		If I Could Be With You (ASCAP)—Dot 15386	
7	6	<b>MAYBELLENE</b> (BMI)—C. Berry.....	7
		Wee Wee Hours (BMI)—Chess 1604	
8	4	<b>MOMENTS TO REMEMBER—Four Lads</b> .....	9
		Dream On, My Love, Dream On (ASCAP)—Col 40539	
9	7	<b>YELLOW ROSE OF TEXAS</b> (ASCAP)—J. Desmond.....	8
		You're in Love With Someone (ASCAP)—Coral 61476	
10	6	<b>TINA MARIE</b> (ASCAP)—P. Como.....	12
		FOOLED (ASCAP)—Vic 20-6192	
11	12	<b>SEVENTEEN</b> (BMI)—B. Bennett.....	6
		Little Old You-All (BMI)—King 1470	
12	5	<b>GUM DROP</b> (BMI)—Crew Cuts.....	10
		Present Arms (ASCAP)—Mercury 70668	
13	7	<b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—L. Baxter.....	14
		I'll Never Stop Loving You (ASCAP)—Cap 3120	
14	3	<b>BIBLE TELLS ME SO</b> (ASCAP)—D. Cornell.....	19
		<b>LOVE IS A MANY-SPLENDORED THING</b> (ASCAP)—Coral 61467	
15	3	<b>LONGEST WALK</b> (ASCAP)—J. P. Morgan.....	13
		Swanee (ASCAP)—Vic 20-6182	
16	5	<b>SONG OF THE DREAMER</b> (BMI)—E. Fisher.....	16
		<b>DON'T STAY AWAY TOO LONG</b> (ASCAP)—Vic 20-6196	
17	17	<b>HARD TO GET</b> (ASCAP)—G. MacKenzie.....	16
		Boston Fancy (BMI)—X 0137	
18	20	<b>LEARNIN' THE BLUES</b> (ASCAP)—F. Sinatra.....	14
		If I Had Three Wishes (ASCAP)—Cap 3102	
19	1	<b>SHIFTING WHISPERING SANDS</b> (Parts I & II) (BMI)—B. Vaughn.....	Dot 15409
20	10	<b>HUMMINGBIRD</b> (ASCAP)—L. Paul & M. Ford.....	21
		Goodbye My Love (ASCAP)—Cap 3165	
21	5	<b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—M. Carson.....	20
		Hold Me Tight (ASCAP)—Col 40537	
22	2	<b>I WANT YOU TO BE MY BABY</b> (BMI)—G. Gibbs.....	25
		Come Rain or Come Shine (ASCAP)—Mercury 70685	
23	1	<b>BLACK DENIM TROUSERS</b> (BMI)—Cheers.....	Some Night In Alaska (BMI)—Cap 3219
24	2	<b>I WANT YOU TO BE MY BABY</b> L. Briggs.....	23
		Don't Stay Away Too Long (BMI)—Epic 9115	
25	9	<b>I'LL NEVER STOP LOVING YOU</b> (ASCAP)—Doris Day.....	Never Look Back (BMI)—Col 40505

• THIS WEEK'S BEST BUYS

THE SHIFTING, WHISPERING SANDS (Galatin, BMI)—Rusty Draper—Mercury 70696

While the Billy Vaughn version of this tune is now on the national retail chart, the Draper one-side treatment is coming up from behind to give it vigorous competition over the counter, and more importantly, with the juke box trade. Already on the Pittsburgh, Milwaukee and St. Louis territorial charts, the Draper record also appears slated for early listing on the national charts. Flip is "Last Frontier" (Columbia Pictures, ASCAP). A previous Billboard "Spotlight" pick.

MY BONNIE LASSIE (Blossom, ASCAP)—Ames Brothers—RCA Victor 6208

This disk has been available for over a month, but it's only during the past two weeks that it has begun to take off in a really big way. The most impressive spurts of new sales activity took place in Los Angeles, New York, Detroit, Milwaukee, Atlanta, Pittsburgh, Providence, Boston and Philadelphia. Flip is "So Will I" (Roosevelt, BMI). A previous Billboard "Spotlight" pick.

SUDDENLY THERE'S A VALLEY (Warman-Hill & Range, BMI)—Gogi Grant—Era 1003

SUDDENLY THERE'S A VALLEY (Warman-Hill & Range, BMI)—Julius LaRosa—Cadence 1270

The past few weeks have witnessed a lively

According to sales reports in key markets, the following recent releases are recommended for extra profits:

struggle between numerous competing versions of this tune. The original recording by Gogi Grant has not only held its own, but is still at the top of the heap. In such key markets as Los Angeles, Chicago, Philadelphia and New York, the Era disk is leading all other versions. Julius LaRosa is the strongest competitor at this point, and is rated good to strong in almost every key national market, so that he may also place on the national charts along with Miss Grant. The flip side of her record is "Love Is" (Warman, BMI); that of LaRosa's is "Every Time That I Kiss Carrie" (Cadence, BMI). The latter was a previous Billboard "Spotlight" pick.

MY BOY FLAT-TOP (Lois, BMI)—Boyd Bennett Ork—King 1494

With "Seventeen" still riding high in the charts, the band has come up with another record that is fast becoming a hit of sizable proportions. Buffalo, Baltimore, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Detroit, St. Louis and Durham were among the cities that indicated this disk to be a big local seller. Flip is "Banjo Rock and Roll" (Lois, BMI). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending September 14

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type. The leading side on top.

This Week	Weeks on Chart	Record	Last Week
1	11	<b>AIN'T THAT A SHAME</b> (BMI)—P. Boone.....	1
		Tennessee Saturday Night (BMI)—Dot 15377	
2	6	<b>YELLOW ROSE OF TEXAS</b> (ASCAP)—M. Miller.....	2
		Blackberry Winter (BMI)—Col 40540	
3	15	<b>ROCK AROUND THE CLOCK</b> (ASCAP)—B. Haley.....	3
		Thirteen Women (BMI)—Dec 29124	
4	5	<b>YELLOW ROSE OF TEXAS</b> (ASCAP)—J. Desmond.....	4
		You're in Love With Someone (ASCAP)—Coral 61476	
5	6	<b>SEVENTEEN</b> (BMI)—Fontane Sisters.....	5
		If I Could Be With You (ASCAP)—Dot 15386	
6	12	<b>HARD TO GET</b> (ASCAP)—G. MacKenzie.....	6
		Boston Fancy (BMI)—X 0137	
7	4	<b>MAYBELLENE</b> (BMI)—C. Berry.....	8
		Wee Wee Hours (BMI)—Chess 1604	
8	5	<b>SEVENTEEN</b> (BMI)—B. Bennett.....	10
		Little Old You-All (BMI)—King 1470	
9	5	<b>LONGEST WALK</b> (ASCAP)—J. P. Morgan.....	11
		Swanee (ASCAP)—Vic 20-6182	
10	15	<b>LEARNIN' THE BLUES</b> (ASCAP)—F. Sinatra.....	6
		If I Had Three Wishes (ASCAP)—Cap 3102	
11	2	<b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—L. Baxter.....	19
		I'll Never Stop Loving You (ASCAP)—Cap 3120	
12	4	<b>TINA MARIE</b> (ASCAP)—P. Como.....	9
		Fooled (ASCAP)—Vic 20-6192	
13	2	<b>WAKE THE TOWN AND TELL THE PEOPLE</b> (ASCAP)—M. Carson.....	14
		Hold Me Tight (ASCAP)—Col 40537	
14	2	<b>AUTUMN LEAVES</b> (ASCAP)—R. Williams.....	15
		Take Care (BMI)—Kapp 116	
15	9	<b>HUMMINGBIRD</b> (ASCAP)—L. Paul & M. Ford.....	12
		Goodbye My Love (ASCAP)—Cap 3165	
16	2	<b>SONG OF THE DREAMER—DON'T STAY AWAY TOO LONG</b> (ASCAP)—Vic 20-6196	
17	1	<b>LOVE IS A MANY-SPLENDORED THING</b> (ASCAP)—Four Aces.....	3
		Shine On, Harvest Moon (ASCAP)—Dec 29625	
18	18	<b>BLOSSOM FELL</b> (ASCAP)—Nat (King) Cole.....	13
		If I May (BMI)—Cap 3095	
19	3	<b>HUMMINGBIRD</b> (ASCAP)—F. Laine.....	My Little One—Col 40526
20	9	<b>AIN'T THAT A SHAME</b> (BMI)—Fats Domino.....	16
		La La (BMI)—Imperial 5348	
21	1	<b>BIBLE TELLS ME SO</b> (ASCAP)—D. Cornell.....	Love Is a Many Splendored Thing (ASCAP)—Coral 61467

• Most Played by Jockeys

For survey week ending September 14

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Weeks on Chart	Record	Last Week
1	8	<b>YELLOW ROSE OF TEXAS—M. Miller</b> .....	1
		Blackberry Winter (ASCAP)—Col 40540	
2	20	<b>AIN'T THAT A SHAME—P. Boone</b> .....	2
		Tennessee Saturday Night (BMI)—Dot 15377	
3	5	<b>LOVE IS A MANY-SPLENDORED THING—Four Aces</b> .....	4
		Shine On, Harvest Moon (ASCAP)—Dec 29625	
4	6	<b>YELLOW ROSE OF TEXAS—J. Desmond</b> .....	3
		You're in Love With Someone (ASCAP)—Coral 61476	
5	7	<b>WAKE THE TOWN AND TELL THE PEOPLE—L. Baxter</b> .....	10
		I'll Never Stop Loving You (ASCAP)—Cap 3120	
6	6	<b>TINA MARIE—P. Como</b> .....	8
		Fooled (ASCAP)—Vic 20-6192	
7	6	<b>SEVENTEEN—Fontane Sisters</b> .....	7
		If I Could Be With You (BMI)—Dot 15386	
8	3	<b>AUTUMN LEAVES—R. Williams</b> .....	15
		Take Care (ASCAP)—Kapp 116	
9	6	<b>LONGEST WALK—J. P. Morgan</b> .....	6
		Swanee (ASCAP)—Vic 20-6182	
10	18	<b>ROCK AROUND THE CLOCK—B. Haley</b> .....	5
		Thirteen Women (ASCAP)—Dec 29124	
11	2	<b>MOMENTS TO REMEMBER—Four Lads</b> .....	17
		Dream On, My Love, Dream On (ASCAP)—Col 40539	
12	21	<b>LEARNIN' THE BLUES—F. Sinatra</b> .....	9
		If I Had Three Wishes (ASCAP)—Cap 3102	
13	4	<b>WAKE THE TOWN AND TELL THE PEOPLE—M. Carson</b> .....	19
		Hold Me Tight (ASCAP)—Col 40537	
14	1	<b>SHIFTING, WHISPERING SANDS—(Parts I &amp; II)—B. Vaughn</b> .....	Dot 15509
15	13	<b>HARD TO GET—G. MacKenzie</b> .....	11
		Boston Fancy (ASCAP)—X 0137	
16	1	<b>MY BONNIE LASSIE—Ames Brothers</b> .....	So Will I (ASCAP)—Vic 20-6208
17	1	<b>I WANT YOU TO BE MY BABY—G. Gibbs</b> .....	Come Rain or Come Shine (BMI)—Mercury 70685
18	8	<b>I'LL NEVER STOP LOVING YOU—D. Day</b> .....	Never Look Back (ASCAP)—Col 40505
19	7	<b>SEVENTEEN—B. Bennett</b> .....	12
		Little Old You-All (BMI)—King 1470	
20	1	<b>SAME OLE SATURDAY NIGHT—F. Sinatra</b> .....	Fairy Tale (ASCAP)—Cap 3218

DEALERS AND OPERATORS... Tomorrow's Hits... Today Poster is on page 32 Top Ten Tunes Poster is on page 38



Dot

AMERICA'S HOTTEST LABEL.  
gives you...

# Pat Boone



... with his 3rd straight HIT—  
a great 2 sider .....

"at my  
front  
door"

and

"NO ARMS  
CAN EVER  
HOLD  
YOU"

dot-15422

"Out 3 days-  
134,000  
Records Already  
Sold"

•• Dot RECORDS •••• GALLATIN, TENNESSEE •••• PHONE: 1600  
THE NATION'S BEST SELLING RECORDS



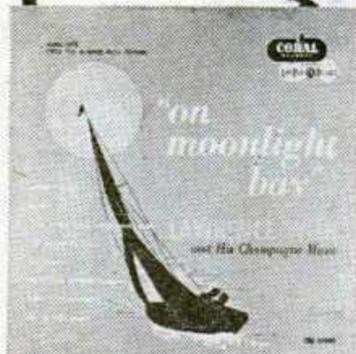
AMERICA'S HOTTEST BAND \*

The Champagne Music

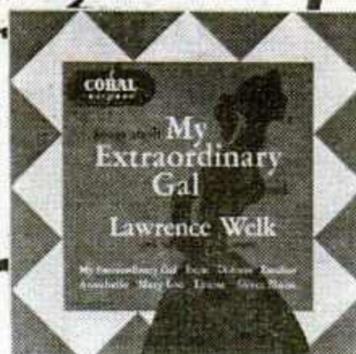
OF

LAWRENCE WELK

AMERICA'S HOTTEST ALBUMS



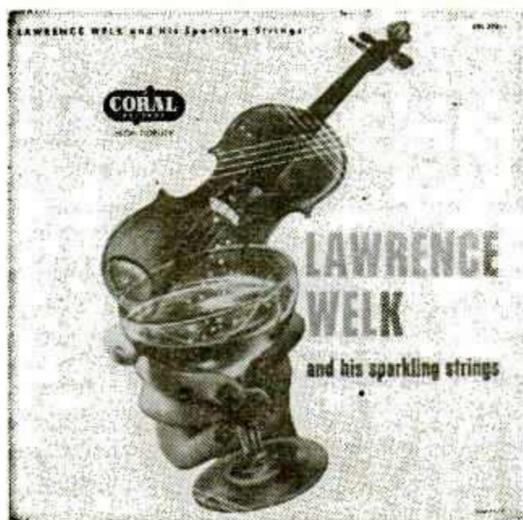
ON MOONLIGHT BAY Song Hits from the Warner Bros. Picture CRL 56043 • EC 82014



MY EXTRAORDINARY GAL and her friends Instrumental Fox Trots CRL 56045 • EC 82012



PICK A POLKA Favorite Polkas CRL 56100 • EC 82004



LAWRENCE WELK and His Sparkling Strings

Instrumentals Sunrise Serenade • Twilight Time in Tennessee • Autumn Nocturne • Moonlight Cocktail • Jeannine (I Dream of Lilac Time) • Stars in My Eyes • The Waltz You Saved for Me • The Champagne Waltz • When the Organ Played at Twilight • A Blues Serenade • Twilight Time • Musette. CRL 57011



NIMBLE FINGERS Instrumental Fox Trots CRL 56101 • EC 82005



SOUVENIR ALBUM Actually recorded at the Aragon Ballroom, Lick Pier, Santa Monica, California CRL 56088 • EC 82001

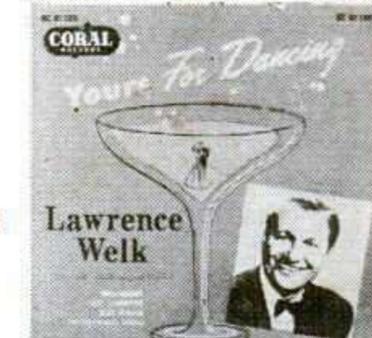


VIENNESE WALTZES FOR DANCING CRL 56120 • EC 81109 • EC 81110



DANCE TIME EC 81007

YOURS FOR DANCING EC 81120



\* Voted #1 Dance Band 1955 by BALLROOM OPERATORS OF AMERICA

Attention, Dealers! GET THE MONEY-MAKING FACTS

SEPTEMBER  
RELEASE

the stars are out on...

CORAL  
RECORDS



**TONIGHT AT  
MIDNIGHT**  
Steve Allen

his piano and orchestra  
Instrumentals  
ON LONG PLAY CRL 57015  
ON EXTENDED PLAY  
ES 82009



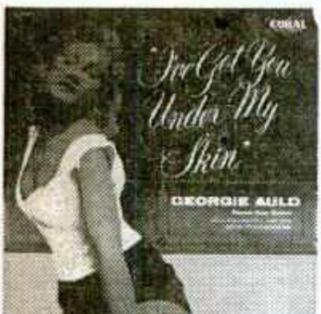
**LAWRENCE  
WELK  
and His  
Singing  
Strings**

CRL 57011



**GENTLEMEN-  
MARRY  
BRUNETTES**

(sound track)  
JANE RUSSELL  
JEANNE CRAIN  
CRL 57013



**I'VE GOT YOU  
UNDER MY SKIN**  
Georgie Auld

ON LONG PLAY CRL 57009  
ON EXTENDED PLAY:  
(1) I'VE GOT YOU UNDER  
MY SKIN EC 81096  
(2) ALL THE THINGS  
YOU ARE EC 81097



Gina Lollobrigida  
Presents

**MUSIC BY  
MINUCCI**

Played by  
**Ulpio Minucci**  
and his orchestra  
Instrumentals  
CRL 57010



**ATMOSPHERE  
BY ANTONINI**  
Alfredo  
Antonini

and his orchestra  
Instrumentals  
CRL 57016



**MUSIC FOR  
LONELY LOVERS**  
Music by  
Roberto

CRL 57014



**THE LAUGH  
OF THE PARTY**

Steve Allen • Buddy Hack-  
ett • Phil Foster • Harvey  
Stone • Tom D'Andrea  
and Hal March • Bob and  
Roy • Jackie Miles • Hen-  
ry Youngman • Jimmie  
Komack • Hermione Gin-  
gold • Billy De Wolfe •  
Eddie Lawrence  
ON LONG PLAY CRL 57017  
ON EXTENDED PLAY  
EC 81088



Gene Norman  
presents  
**MEL TORME**  
at the  
Crescendo

CRL 57012



**THE VOICE OF  
BING  
IN THE 1930's**  
Bing Crosby

Originally Recorded  
in 1931  
BL 54005



**TERRY**  
Terry Gibbs  
and his quartet,  
orchestra and sextet

BL 54009



**THE  
RED NICHOLS  
STORY**

Red Nichols  
and his  
Five Pennies  
BL 54008



**EARLY  
ELLINGTON**  
Duke  
Ellington

and his famous  
orchestra  
BL 54007



NEW SILVER STAR SERIES SETS

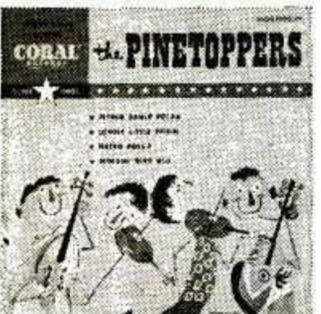
**The  
McGuire  
Sisters**

EC 81507



**TOO MUCH  
PIANO**  
Dick Marx  
and  
John Frigo

BL 54006



**THE PINETOPPERS**

EC 81504



**HEART OF MY HEART**

DON CORNELL • ALAN DALE  
JOHNNY DESMOND • JOHNNY LONG  
EC 81505



**BAND STAND**

WOODY HERMAN • NEAL HEFTI  
COUNT BASIE • ERSKINE HAWKINS  
EC 81506



**GEORGIE AULD**

Tenor Sax Solos  
EC 81508



**RAY BLOCH**

and his orchestra  
EC 81509

SEE CORAL'S FALL DRIVE! SEE YOUR CORAL DISTRIBUTOR FOR DETAILS!

# RACK UP \$ALES with these MGM HITS!

PICKED BY  
CASH BOX  
BILLBOARD  
VARIETY

**JONI JAMES**  
YOU ARE MY LOVE  
and I LAY ME DOWN TO SLEEP

MGM 12066 78 rpm  
K 12066 45 rpm

**DAVID ROSE**  
AND HIS ORCH.  
LOVE IS A MANY-  
SPLENDORED THING  
and YOU AND YOU ALONE

MGM 30883 78 rpm  
K 30883 45 rpm

**BILLY ECKSTINE**  
SEPTEMBER SONG  
PASS THE WORD  
AROUND

MGM 12055 78 rpm  
K 12055 45 rpm

**RAY CHARLES**  
SINGERS  
EADY AUTUMN  
AUTUMN LEAVES

MGM 12068 78 rpm  
K 12068 45 rpm

**CONNIE FRANCIS**  
(Oh Please)  
MAKE HIM JEALOUS  
GOODY GOODBYE

MGM 12056 78 rpm  
K 12056 45 rpm

**ROBBIN HOOD**  
DANCIN' IN MY SOCKS  
and  
HAPPY IS MY HEART

MGM 12046 78 rpm  
K 12046 45 rpm

**KAY ARMEN**  
SUDDENLY THERE'S  
A VALLEY HE

MGM 12078 78 rpm  
K 12078 45 rpm

**RAY HANEY**  
WALKING THE BLUES

and  
TATERED OUT  
MGM 12062 78 rpm  
K 12062 45 rpm

Billboard  
Radio  
Spotlight

## "HOT" NEW RELEASES

**THE MARION SISTERS**  
BABY TWO THIRDS OF THE  
ME TENNESSEE RIVER  
MGM 12070 78 rpm  
K 12070 45 rpm

**CLAIRE HOGAN**  
I DON'T KNOW— GONE AND  
I DON'T CARE FORGOTTEN  
MGM 12061 78 rpm  
K 12061 45 rpm

**THE ENCORES**  
SABRE HAPPY  
DANCE LITTLE LOVERS  
MGM 12067 78 rpm  
K 12067 45 rpm

**Laurie Johnson and his Orch.**  
SONG OF THE LETTER TO  
PEARL FISHERS VIRGINIA  
MGM 12069 78 rpm  
K 12069 45 rpm

**ARTHUR SMITH**  
YOUR YES, SIR,  
WAY THAT'S MY BABY  
MGM 12064 78 rpm  
K 12064 45 rpm

**JACK VALENTINE**  
GUNSMOKE RECKON  
I'M HOMESICK  
MGM 12063 78 rpm  
K 12063 45 rpm



**DREAM WORLD**  
GARY ALAN  
and His Orchestra  
MGM Albums X320 & X1155 45 rpm  
MGM Record E3213 33 1/3 rpm



**GEORGE GERSHWIN'S**  
RHAPSODY IN BLUE  
for Piano and Orchestra  
and CONCERTO FOR PIANO  
AND ORCHESTRA IN F  
SONDRA BIANCA, pianist  
THE PHILHARMONIA ORCHESTRA  
OF HAMBURG  
conducted by HANS-JURGEN WALTHER  
E3237 33 1/3 rpm long play



New, Original Cast  
Sound Track Album  
**IT'S ALWAYS  
FAIR WEATHER**  
E3241 33 1/3 RPM  
long play  
X331 45 rpm  
extended play

**AUTUMN  
NOCTURNE**  
THE RAY CHARLES  
SINGERS  
X271 45 rpm  
extended play  
X1123 45 rpm  
extended play



**EARLY  
AUTUMN**  
BILLY ECKSTINE  
X1152 45 rpm  
extended play

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 36 N.Y.

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending September 14

Listings are based on late reports secured from top dealers in each of the markets listed.

#### Atlanta

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Seventeen, Fontane Sisters, Dot
4. You Win Again, Paulette Sisters, Cap.
5. Learnin' the Blues, F. Sinatra, Cap.
6. Longest Walk, J. P. Morgan, Vic.

#### Baltimore

1. Seventeen, B. Bennett, Kng.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Song of the Dreamer, E. Fisher, Vic.
6. Love Is a Many-Splendored Thing Four Aces, Dec.
7. Ain't That a Shame, P. Boone, Dot
8. Longest Walk, J. P. Morgan, Vic.
9. I Want You to Be My Baby G. Gibbs, Mer.
10. Hard to Get, G. MacKenzie, X

#### Boston

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Moments to Remember, Four Lads, Col.
4. Longest Walk, J. P. Morgan, Vic.
5. Yellow Rose of Texas, M. Miller, Col.
6. Seventeen, Fontane Sisters, Dot
7. Tina Marie, P. Como, Vic.
8. Bible Tells Me So, D. Cornell, Cor.
9. Yellow Rose of Texas, J. Desmond, Cor.
10. Gum Drop, Crew Cuts, Mer.

#### Buffalo

1. Yellow Rose of Texas, J. Desmond, Cor.
2. Black Denim Trousers, Cheers, Cap.
3. I Want You to Be My Baby G. Gibbs, Mer.
4. Ain't That a Shame, P. Boone, Dot
5. Gum Drop, Crew Cuts, Mer.
6. Yellow Rose of Texas, M. Miller, Col.
7. Autumn Leaves, R. Williams, Kap.

#### Chicago

1. Yellow Rose of Texas, M. Miller, Col.
2. Moments to Remember, Four Lads, Col.
3. Autumn Leaves, R. Williams, Kap.
4. Seventeen, B. Bennett, Kng.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Ain't That a Shame, P. Boone, Dot
7. Rock Around the Clock, B. Haley, Dec.
8. Bible Tells Me So, N. Noble, Wng.
9. Paper Roses, L. Lee, Wng.
10. Longest Walk, J. P. Morgan, Vic.

#### Cincinnati

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Ain't That a Shame, P. Boone, Dot
4. Seventeen, B. Bennett, Kng.
5. Autumn Leaves, R. Williams, Kap.
6. Tina Marie, P. Como, Vic.
7. Maybellene, C. Berry, Chs.
8. Kentuckian Song, Hilltoppers, Dot
9. I Want You to Be My Baby L. Briggs, Epi.
10. Only You, Platters, Mer.

#### Cleveland

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands, B. Vaughn, Mer.
4. Yellow Rose of Texas, M. Miller, Col.
5. Moments to Remember, Four Lads, Col.
6. Gum Drop, Crew Cuts, Mer.
7. Black Denim Trousers, Cheers, Cap.
8. Only You, Platters, Mer.
9. Maybellene, C. Berry, Chs.
10. Yellow Rose of Texas, J. Desmond, Cor.

#### Dallas-Ft. Worth

1. Yellow Rose of Texas, M. Miller, Col.
2. Maybellene, C. Berry, Chs.
3. Gum Drop, Crew Cuts, Mer.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Song of the Dreamer, E. Fisher, Vic.
6. Black Denim Trousers, Cheers, Cap.
7. Ain't That a Shame, P. Domino, Imp.

#### Denver

1. Ain't That a Shame, P. Boone, Dot.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Song of the Dreamer, E. Fisher, Vic.
5. Gum Drop, Crew Cuts, Mer.
6. Seventeen, R. Draper, Mer.
7. Kentuckian Song, Hilltoppers, Dot

#### Detroit

1. Moments to Remember, Four Lads, Col.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. I Want You to Be My Baby, G. Gibbs, Mer.
5. Maybellene, C. Berry, Chs.
6. Autumn Leaves, R. Williams, Kap.
7. He, A. Hibbler, Dec.
8. My Bonnie Lassie, Ames Brothers, Vic.
9. Seventeen, B. Bennett, Kng.
10. Rock Around the Clock, B. Haley, Dec.

#### Kansas City

1. Moments to Remember, Four Lads, Col.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Bible Tells Me So, D. Cornell, Cor.
5. Wake the Town and Tell the People M. Carson, Col.
6. Ain't That a Shame, P. Boone, Dot
7. I Want You to Be My Baby L. Briggs, Epi.
8. Maybellene, C. Berry, Chs.
9. Shifting, Whispering Sands, B. Vaughn, Dot

#### Los Angeles

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Yellow Rose of Texas, M. Miller, Col.
3. Autumn Leaves, R. Williams, Kap.
4. Hard to Get, G. MacKenzie, X
5. I'll Never Stop Loving You, Doris Day, Col.

6. Wake the Town and Tell the People M. Carson, Col.
7. Ain't That a Shame, P. Boone, Dot
8. Seventeen, Fontane Sisters, Dot
9. Blossom Fell, N. (King) Cole, Cap.
10. Suddenly There's a Valley, G. Grant, Era.

#### Milwaukee

1. Autumn Leaves, R. Williams, Kap.
2. Moments to Remember, Four Lads, Col.
3. Gum Drop, Crew Cuts, Mer.
4. Shifting, Whispering Sands, R. Draper, Mer.
5. Black Denim Trousers, Cheers, Cap.
6. Shifting, Whispering Sands, B. Vaughn, Dot
7. Wake the Town and Tell the People L. Baxter, Cap.
8. Rock Around the Clock, B. Haley, Dec.
9. Tina Marie, P. Como, Vic.
10. Yellow Rose of Texas, M. Miller, Col.

#### Mpls.-St. Paul

1. Seventeen, Fontane Sisters, Dot
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands, B. Vaughn, Dot
4. Ain't That a Shame, P. Boone, Dot
5. Yellow Rose of Texas, J. Desmond, Cor.
6. Yellow Rose of Texas, M. Miller, Col.
7. Love Is a Many-Splendored Thing Four Aces, Dec.
8. Rock Around the Clock, B. Haley, Dec.
9. Black Denim Trousers, Cheers, Cap.
10. Gum Drop, Crew Cuts, Mer.

#### New Orleans

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Only You, Platters, Mer.
4. You Win Again, Paulette Sisters, Cap.
5. Song of the Dreamer, E. Fisher, Vic.
6. Maybellene, C. Berry, Chs.
7. He, A. Hibbler, Dec.
8. Gum Drop, Crew Cuts, Mer.
9. Seventeen, Fontane Sisters, Dot
10. Rock Around the Clock, B. Haley, Dec.

#### New York

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Seventeen, B. Bennett, Kng.
4. Rock Around the Clock, B. Haley, Dec.
5. Hard to Get, G. MacKenzie, X
6. Autumn Leaves, R. Williams, Kap.
7. Love Is a Many-Splendored Thing Four Aces, Dec.
8. Learnin' the Blues, F. Sinatra, Cap.
9. Blossom Fell, N. (King) Cole, Cap.
10. Longest Walk, J. P. Morgan, Vic.

#### Philadelphia

1. Autumn Leaves, R. Williams, Kap.
2. Seventeen, Fontane Sisters, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Ain't That a Shame, P. Boone, Dot
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Yellow Rose of Texas, J. Desmond, Cor.
7. Bible Tells Me So, D. Cornell, Cor.
8. Maybellene, C. Berry, Chs.
9. Suddenly There's a Valley, G. Grant, Era.
10. Rock Around the Clock, B. Haley, Dec.

#### Pittsburgh

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Honest Darling, Four Voices, Col.
4. Longest Walk, J. P. Morgan, Vic.
5. Autumn Leaves, R. Williams, Kap.
6. Rock Around the Clock, B. Haley, Dec.
7. Maybellene, C. Berry, Chs.
8. Moments to Remember, Four Lads, Col.
9. Ain't That a Shame, P. Boone, Dot
10. Shifting, Whispering Sands, R. Draper, Mer.

#### St. Louis

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Yellow Rose of Texas, M. Miller, Col.
4. I Want You to Be My Baby, L. Briggs, Epi.
5. Tina Marie, P. Como, Vic.
6. Maybellene, C. Berry, Chs.
7. Bible Tells Me So, D. Cornell, Cor.
8. Soldier Boy, Four Fellows, Gly.
9. Shifting, Whispering Sands R. Draper, Mer.
10. Shifting, Whispering Sands, B. Vaughn, Dot

#### San Francisco

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Hard to Get, G. MacKenzie, X
4. Rock Around the Clock, B. Haley, Dec.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Seventeen, Fontane Sisters, Dot
7. Tina Marie, P. Como, Vic.
8. Wake the Town and Tell the People L. Baxter, Cap.
9. Love Is a Many-Splendored Thing D. Cornell, Cor.
10. Autumn Leaves, R. Williams, Kap.

#### Seattle

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Seventeen, Fontane Sisters, Dot
4. Gum Drop, Crew Cuts, Mer.
5. Ain't That a Shame, P. Boone, Dot
6. Shifting, Whispering Sands, B. Vaughn, Dot
7. Learnin' the Blues, F. Sinatra, Cap.
8. Song of the Dreamer, E. Fisher, Vic.

#### Toronto

1. Ain't That a Shame, P. Boone, Dot
2. Rock Around the Clock, B. Haley, Dec.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Seventeen, B. Bennett, Kng.
7. Hard to Get, G. MacKenzie, X
8. Learnin' the Blues, F. Sinatra, Cap.
9. Domani, J. LaRosa, Cdc.
10. Hummingbird, F. Caine, Col.

**2 GREAT VERSIONS**  
*&*  
**2 GREAT SONGS**  
*by*  
**4 GREAT ARTISTS**

**"I WONDER  
 WHEN  
 WE'LL EVER  
 KNOW"**  
 (THE WONDER OF IT ALL)  
 Latest Fred Rose Original

**"A  
 TEARDROP  
 ON A  
 ROSE"**  
 Latest Hank Williams Original



Sung by  
**KAY  
 ARMEN**  
 MGM-12045  
 and  
**RITA  
 FAYE**  
 MGM-12047



Sung by  
**TOMMY  
 EDWARDS**  
 MGM-12054  
 and  
**HANK  
 WILLIAMS**  
 MGM-12029

**M-G-M RECORDS**  
 THE GREATEST NAME IN ENTERTAINMENT  
 301 SEVENTH AVE. NEW YORK 19, N.Y.

# The Billboard Music Popularity Charts POPULAR RECORDS

## • COMING UP STRONG

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. **The Shifting, Whispering Sands** ..... **Rusty Draper**  
(BMI) Mercury 70696
2. **Only You** ..... **The Platters**  
(BMI) Mercury 70633
3. **My Bonnie Lassie** ..... **Ames Brothers**  
(ASCAP) RCA Victor 6208
4. **He** ..... **Al Hibbler**  
(BMI) Decca 29660
5. **Suddenly There's a Valley** ..... **Gogi Grant**  
(BMI) Era 1003
6. **Same Ole Saturday Night Fairy Tale** ..... **Frank Sinatra**  
(ASCAP) Capitol 3218
7. **Hawk-Eye** ..... **Frankie Laine**  
(BMI) Columbia 40558
8. **Give Me Love** ..... **McGuire Sisters**  
(BMI) Coral 61494
9. **Suddenly There's a Valley** ... **Julius LaRosa**  
(BMI) Cadence 1270
10. **My Boy Flat-Top** ..... **Boyd Bennett**  
(BMI) King 1494

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

## • Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Blossom Fell (R)—Shapiro-Bernstein-ASCAP	Ain't That a Shame (R)—Commodore—BMI
A Satisfied Mind (R)—Starrite—BMI	Autumn Leaves (R)—Ardmore—ASCAP
Ain't That a Shame (R)—Commodore—BMI	Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Angel Bells (R)—Mills—ASCAP	Blue Star (R)—Young—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Cha Cha Cha in Blue—Pemora—BMI
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Cuban Donkey (R)—Mills—ASCAP
Foiled (R)—Harms—ASCAP	Domani (R)—Montauk—BMI
Give Me Love (R)—Aberbach—ASCAP	Hard to Get (R)—Witmark—ASCAP
Hard to Get (R)—Witmark—ASCAP	He (R)—Avis—BMI
He (R)—Avis—BMI	Honey Babe (R) (F)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
I Love You Fair Dinkum (R)—Mills—ASCAP	I'll Never Stop Loving You (R)—Feist—ASCAP
I'll Never Stop Loving You (R) (F)—Feist—ASCAP	It's Alright With Me (R)—Buston Hill—ASCAP
It's Alright With Me (R)—Buston Hill—ASCAP	Kentuckian Song (R)—Frank Music Corp.—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Learning to Love (R)—Trinity—BMI	Love Can Happen Anytime (R)—Mills—ASCAP
Longest Walk (R)—Advanced—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
May I Never Love Again (R)—Broadcast—BMI	Maybellene (R)—Arc—BMI
Moments to Remember (R)—Beaver—ASCAP	Miss America (R)—Command—BMI
People Will Say We're in Love (R)—Williamson—ASCAP	My Bonnie Lassie (R)—Blossom—ASCAP
Por Favor (R)—Winnerton—BMI	No Place to Hide (R)—Meridian—BMI
Rockin' the Cha Cha (R)—Porgy—BMI	Rock Around the Clock (R) (F)—Myers—ASCAP
Seventeen (R)—Lois—BMI	Seventeen (R)—Lois—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Something's Gotta Give (R) (F)—Robbins—ASCAP
Surrey With the Fringe on Top (R)—Williamson—ASCAP	Song of the Dreamer (R)—Ludlow—ASCAP
Sweet Song of India (R)—Tee Kaye—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Tina Marie (R)—Roncom—ASCAP	Tina Marie (R)—Roncom—ASCAP
Toy Tiger (R) (F)—Northern—ASCAP	Toy Tiger (R) (F)—Northern—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Wake the Town and Tell the People (R)—Joy—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
You Are My Sunshine (R)—Southern—ASCAP	
Young Ideas (R)—Harms—ASCAP	

## • Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas... 1	7	7
2. Bible Tells Me So... 2	6	6
3. Love Is a Many-Splendored Thing... 3	3	3
4. Wake the Town and Tell the People... 3	3	3
5. Seventeen... 5	5	5
5. Autumn Leaves... 10	2	2
7. Aint That a Shame... 6	5	5
8. Hard to Get... 8	14	14
9. I'll Never Stop Loving You... 7	10	10
10. Hummingbird... 12	9	9
11. Song of the Dreamer... 15	2	2
12. Suddenly There's a Valley... 13	2	2
13. Rock Around the Clock... 11	14	14
14. Blue Star (Medic)... 13	9	9
15. Longest Walk... —	1	1

## "I'm Serious, It's Colossal"

SAYS MARY GINSBURG, SEABOARD DISTRIBUTING CO., HARTFORD, CONN.



He's referring to orders pouring in on the great new CORAL Albums. See pages 26 and 27.



**BOYD BENNETT**  
**SEVENTEEN**  
LITTLE OLD YOU-ALL  
KING 1470

**BOYD BENNETT**  
**MY BOY-FLAT TOP**  
**BANJO ROCK AND ROLL**  
KING 1494

**OTIS WILLIAMS**  
and His New Group  
**GUM DROP**  
SAVE ME, SAVE ME  
DE LUXE 6090

**LITTLE WILLIE JOHN**  
**ALL AROUND THE WORLD**  
DON'T LEAVE ME, DEAR  
KING 4818

**JACK DUPREE**  
**WALKING THE BLUES**  
DAYBREAK ROCK  
KING 4812



## "Just Great"

SAYS ED LYONS, MELODY DISTRIBUTING CO., BUFFALO, N. Y.



Ed's saying what his dealers are saying about the new CORAL Albums. See pages 26 and 27.

The Original...  
...The Best!

HEADING FOR  
THE TOP  
POP!

WHY DON'T YOU WRITE ME

The Jacks  
#428



3317 W. Washington Blvd. • Culver City, Calif.

Disk Jockeys, Dealers and Operators

Believe us, POR FAVOR (please),

when we say that POR FAVOR is a great

Vic  Damone side that is already selling over the counters in all principal cities.

Believe us, POR FAVOR (please)

this will soon be a nation-wide hit.

# "POR FAVOR" FAVOR (PLEASE)

MERCURY 70699

as recorded by

# VIC DAMONE

Watch for Vic, who stars in the forthcoming M-G-M Musical "KISMET"



PUSHPOP POSTER SHEET NO. 2

**The Best of the****NEWEST TUNES**

FOR THE WEEK ENDING—SEPTEMBER 14, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***MY BONNIE LASSIE****ONLY YOU****HE****SUDDENLY THERE'S A VALLEY****HAWK-EYE****SAME OLE SATURDAY NIGHT****FAIRY TALE****GIVE ME LOVE****MY BOY FLAT-TOP****PETE KELLY'S BLUES**

*the newest singing sensation...*

# ROBBIN HOOD



*The Sock Hit...*

**DANCIN'  
IN MY  
SOCKS**

and

**HAPPY IS MY HEART**

Orchestra conducted by Frank DeVol  
With The Roy Charles Singers

M-G-M 12046 • K-12046

**M-G-M RECORDS**

THE GREATEST NAME  IN ENTERTAINMENT

# ATTENTION, ALL POP DISK JOCKEYS, JUKE BOX OPERATORS, ONE STOPS!

HERE IS THE ORIGINAL  
OF THAT BIG POP HIT  
NOW BREAKING OUT ALL  
OVER THE MUSIC CHARTS

## "AT MY FRONT DOOR"

by  
**THE ELDORADOS**  
Vee Jay #147

Send for Your Copy Today

### • Review Spotlight on . . . RECORDS

**EL DORADOS**  
At My Front Door (Tollie, BMI)—VeeJay 147—In this fast, swingy material the group has the possibility of hitting the big money again. Their stylized harmony has sock commercial appeal for jukes and counter customers. Flip is "What's Buggin' You, Baby?" (Tollie, BMI).

## IT'S TOPS . . .

Vee Jay #154

## "PAINTED PICTURE"

with

**THE SPANIELS**  
GET ON OUR MAILING LIST  
TODAY

**VEE-JAY Records, Inc.**  
2129 S. Michigan Ave. Chicago  
Phone: CAIumet 5-6141

# NEXT WEEK!

# The Billboard FALL MARKETING SPECIAL

LAUNCHING THE START OF THE YEAR'S  
BIGGEST RETAIL SELLING SEASON

THE INDUSTRY'S MARKET PLACE FOR  
THE PRODUCTS AND PROGRAMS  
THAT MUSIC—RECORD—PHONO DEALERS  
WILL BE SUPPORTING IN OCTOBER,  
NOVEMBER AND DECEMBER

ADVERTISER'S  
DEADLINE

THURSDAY  
SEPT. 22

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on . . .

#### RECORDS

**PAT BOONE . . . Dot 15422 . . . . . AT MY FRONT DOOR**  
(Tollie, BMI)

Bright, personable warbling by young Boone sells a jaunty-paced rhythm tune. Boone is riding high on the best-selling charts right now, and this platter should enjoy similar sales success. Flip is "No Arms Can Ever Hold You" (Gil, BMI).

**EDDIE FISHER . . . RCA Victor 6264 . . . I WANNA GO WHERE YOU GO, DO  
WHAT YOU DO (THEN I'LL BE HAPPY)** (Bourne, ASCAP)  
**MAGIC FINGERS** (Ross, Jungnickel, ASCAP)

Fisher revamps the oldie, "Then I'll Be Happy," with a new title, a catchy beat and a fresh, modern vocal sound that should spark plenty of sales and spins. The flip, "Magic Fingers, is a romantic ballad, effectively showcased in an elegant piano-strings arrangement, with Fisher projecting in his usual sock fashion.

**GEORGIE SHAW . . . Decca 29679 . . . . . NO ARMS CAN EVER HOLD YOU**  
(Gil, BMI)

Shaw gives a warm, impressive rendition of a dreamy ballad with lovely lyrics. He could make it big with this one. Flip is "Look to Your Heart" (Barton, ASCAP).

**FESS PARKER . . . Columbia 40568 . . . . . YALLER YALLER GOLD**  
(Wonderland, BMI)

The original Davy Crockett man has another sock disk here which is slated for the big build-up on Walt Disney's ABC-TV show this fall. The tune has a folksy, happy flavor, with Parker handling the vocal in likable style, backed by an enthusiastic chorus and a bouncy, infectious beat. Flip is "King of the River."

### • Reviews of New Pop Records

#### RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

90-100, **Tops**  
80- 89, **Excellent**  
70- 79, **Good**  
60- 69, **Satisfactory**  
50- 59, **Limited**  
0- 49, **Poor**

#### TERESA BREWER

**Baby, Be My Toy . . . . . 81**

CORAL 61500—Altho not her top effort, Miss Brewer belts this one thru in fine style. Good arrangement, a solid beat and imaginative lyrics plus a distinctive vocal delivery can bring plenty of business. (Frank, ASCAP)

**So Doggone Lonely . . . . . 78**

An upbeat, rather routine item gets the full treatment by the thrush. Her fans undoubtedly will go strong for this one too. (Mermaid, BMI)

#### WERNER MULLER ORK

**Vieni Vieni . . . . . 80**

DECCA 29670—Another one to watch. The oldie is done by the Muller ork with the utmost schmaltz. Result is, let us face it, a flashy side, mandolins and all. (Witmark, ASCAP)

**Song of the Pearlfishers  
(Perlenfischer Tango) . . . . . 78**

The famous aria by Bizet, with its tango beat, is done impressively by the Muller ork. There's a restrained choral background. Sound is excellent. Fine for deejays. (Piccadilly, BMI)

#### LILLIAN BRIGGS

**It Could've Been Me . . . . . 79**

EPIC 9120—A very smart piece of material is delivered in highly individualized, sock showman fashion by Miss Briggs. Should prove a deejay delight. (Korwin, ASCAP)

**Give Me a Band and My Baby . . . . . 78**

A lively, entertaining hunk of vo-do-de-o-do from the forthcoming "My Sister Eileen" is belted out in spectacular fashion by the talented lady trombone player—turned thrush. Should get plenty of support from the spin fraternity. (Columbia Pictures, ASCAP)

#### CHAMP BUTLER AND GEORGE CATES

**I Want to Love You . . . . . 77**

CORAL 61496—Butler moves from pop into r.&b. with considerable effect. He's got the real feel for the rockin' beat and this should get interest at both jockey and juke levels. (Arc, BMI)

**Someone on Your Mind . . . . . 68**

A pleasant enough tune is handled in smooth style by Butler. A contender for juke play. (TC, BMI)

#### KAY ARMEN

**He . . . . . 76**

M-G-M 12078—Rich, vibrant thrush-ing on the impressive sacred tune. Al Hibbler's version is still the record to beat, but this one rates so high quality-wise that it's bound to get a certain amount of plays. (Avas, BMI)

**Suddenly There's a Valley . . . . . 74**

Lots of competition on this lovely ballad, so Kay Armen's version is probably too late to show much action. Nevertheless, she sings it with sweet distinction and warm phrasing. (Warman-Hill & Range, BMI)

#### GALE STORM

**Never Leave Me . . . . . 79**

DOT 15412—Reminiscent waltz ballad in slow and lazy tempo is sung with controlled emotion. Gale Storm does a fine job on this cover waxing and the side could stir up some attention with exposure. (Hometown, ASCAP)

**I Hear You Knocking . . . . . 77**

Another cover, this of an intriguing rhythm opus, is handled ably by the thrush. (Commodore, BMI)

#### KITTY WHITE

**Rice . . . . . 78**

MERCURY 70704—The singer has an altar-bound gleam in her eye in this cute song, and she makes her strongest bid for big record money to date. The clever arrangement and light, bouncy beat are just right, and Miss White makes the most of her advantage. (E. H. Morris, ASCAP)

**The Impatient Years . . . . . 74**

This tune from "Our Town" is being covered by artists on many labels, but this will be one of the more attractive ones. Miss White projects deep feeling, and does an outstanding vocal job here too. (Barton, ASCAP)

#### BOB MANNING

**I'd Better Be Careful . . . . . 78**

CAPITOL 3242—This swiny ballad with its tasteful r.&b. seasoning makes a highly potent vehicle for the singer. His casual, relaxed reading is one of his most pleasing in a quite a spell, and should make an imprint at the cash register.

**Honestly . . . . . 73**

All of the same ingredients do not add up to the same product on this side. Manning is smooth and persuasive, but the material doesn't catch fire. Pleasant listening, but not commercially powerful.

#### VAUGHN MONROE ORK

**Black Denim Trousers  
and Motorcycle Boots . . . . . 76**

VICTOR 6260—This is a cover of a mighty unique item which, as recorded by the Cheers, is already moving. Despite lateness, Monroe's popularity plus tune's similarity to "Ghost Riders" should bring this disk its share of plays. (Quintet, BMI)

**All by Myself . . . . . 72**

Monroe does well enough in his first rhythm and blues outing, but the feeling is that he's miscast in this idiom. (Commodore, BMI)

(Continued on page 36)

*moving  
'way  
out  
front!*



# JO STAFFORD'S

*best  
selling  
columbia  
disk*



**suddenly there's  
a valley**



**the night  
watch**



40559



**COLUMBIA  
RECORDS**



The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

ART MOONEY ORK

The Girl I Left Behind Me...76
M-G-M 12073—A bright, look-alive ditty wrapped up in march tempo and a jaunty group vocal, a la Mooney's hit waxing of "Honey Babe" should pull a sizable amount of juke and jockey play.

Give Me a Band and My Baby...76
A razz-ma-tazz treatment by the Cloverleafs of a 1920-type rhythm-novelty from the new Columbia musical "My Sister Eileen." The record will undoubtedly derive spins from the big push on the picture.

JIMMY DURANTE-EDDIE JACKSON

I Love You, I Do...75
DECCA 29581—Much of the showmanly quality of Durante and Jackson come thru on this disk. There's nostalgic quality, plenty of pep. Deejays will like. (Durante, ASCAP)

Swingin' With Rhythm and Blues...70
Has not nearly the appeal of the flip. (Durante, ASCAP)

NEAL HEFTI ORK

No Place to Hide...75
EPIC 9122—This side was plugged heavily on the "Studio One" production, "The Pit," last Monday (12). Orkster-arranger Hefti and male chorus give it an impressive treatment. (Meridian, BMI)

Love for Love...69
A swiny, smart production—vocal group and ork—of a limited item. Good alto sax solo by jazzman Phil Woods. (Meridian, BMI)

FRANK SINATRA

Sheila...74
COLUMBIA 40565 — Sinatra comes thru with another warm ballad rendered with much feeling and ably assisted by Stordahl and company and the Jeff Alexander Choir. Cut some years back before Sinatra joined Capitol. (Sinatra, ASCAP)

Day by Day...74
This is a reissue of an old Sinatra disk. It's well handled by the singer and the reprocessing included a dubbed-in conga drum to give the whole rendition a nice beat. (Barton, ASCAP)

RITA RAINES

The Wedding Song (Until Death Do Us Part)...74
DEED 1006—Miss Raines has a very pleasant sound and altho this arrangement fails to generate any real excitement, the artist has the equipment

and savvy to break thru later on. (Harper, BMI)

Don't Touch Me...72
Pleasant vocal treatment of routine ballad material. (Hill & Range, BMI)

JOANNE GILBERT

Breezin' Along With the Breeze...74
DECCA 29650—Artful piping by Ray Gilbert's talented young daughter who has already scored on the night club circuit. The tune is currently enjoying a revival in the "Pete Kelly's Blues" movie, and this platter should cash in on the promotion. (Remick, ASCAP)

I Went A-Woolin'...71
A bright, bouncy vocal treatment of a folksy novelty. (Sanjud, ASCAP)

GALE STORM

Never Leave Me...74
DOT 15412—Reminiscent waltz ballad in slow and lazy tempo is sung with controlled emotion. Gale Storm does a fine job on this cover waxing and the side could stir up some attention with exposure. (Hometown, ASCAP)

I Hear You Knocking...71
Another cover, this of an intriguing rhythm opus, is handled ably by the thrush. (Commodore, BMI)

THE FOUR KINGS

Doo-Li-Op...74
FORTUNE 517—This is a good blues number that gets a driving delivery from the group. International interval helps generate excitement. (Trianon, BMI)

Rose of Tangler...65
The Kings perform satisfactorily enough on this ballad type opus, but there's little to make it stand out. (Trianon, BMI)

BURTON SISTERS

I'm So Glad...73
VICTOR 6265—The Burton girls have covered the Johnny Desmond and Mickey and Sylvia disks on the tune. A fairly bright disk. (Nassau, BMI)

The \$64,000 Question (Do You Love Me?)...73
A cover of the tune that's getting considerable action in the r.&b. field. Nice beat and precision to the chanting of the Burton girls. (Arc, BMI)

MARCHING OTTO

Marching Otto Medley No. 1...73
DECCA 29658 — German band (Deutsche Grammophon) plays a medley of standards in march tempo. Tunes include "You Were Meant for Me," "Should I," "Somebody Stole My Gal"—four in all. A different approach, anyway. (Robbins, ASCAP)

Marching Otto Medley No. 2...73
More of the same. (Pick & Leeds, ASCAP)

THE COQUETTES

What a Shame...73
VICTOR 6262—The girls do a slick harmonizing job on this bouncing ditty, and style it with a sure commercial touch. (Rels, BMI)

Hush Hush Love Affair...72
The conversion of this material from the country to the pop field has been successfully carried out. A pretty tune, with above-average punch. (RFD, ASCAP)

STAN KENTON ORK

Opus in Chartreuse...72
CAPITOL 3243—In this instrumental, a simple riff snowballs into a compelling idea of clean modern lines. There are kicks here for the dancers as well as listeners.

Sunset Towers...72
A little jazz tone poem that makes the most of the sonorities of the brass and reed sections. Some of the sounds are pretty far out, but a solid rhythm backing makes it swing.

DANNY KAYE

I Love You Fair Dinkum (Dinky Di Do)...72
DECCA 29685—Several versions of the popular Australian ditty have preceded this in unspectacular fashion. This version will probably find its best market in the British Isles. (Mills, ASCAP)

You-u-ary...72
A typical Kaye performance of some cute nonsense clefted by his missus. Should get some play. (Dena, ASCAP)

WALLY STOTT ORK

A Kid for Two Farthings...72
EPIC 9117—Pleasant listening theme music from British film of same title. (Chappell, ASCAP)

The Lily Watkins Tune...70
More film music played in a listenable style by the British ork, this time from the motion picture "Footsteps in the Fog." (Chappell, ASCAP)

JOHNNY DESMOND

Gentlemen Marry Brunettes...72
CORAL 61505 — Desmond had a promising new disk released only two weeks ago, but both sides here are tied-up with immediate promotional deals. Okay warbling on cute special material. (BMI)

Miss America...60
The only thing this waxing has to recommend it is a strong promotional tie-up with the Atlantic City beauty contest. Since the 1956 "Miss America" was elected last week, this platter has probably already had it. (Command, BMI)

HARRY BELAFONTE

Hello Everybody...72
VICTOR 6249—The folk singer has

clefted himself a good-rockin' blues in a virtual rock and roll idiom, which is sharply underlined by the Basie-inspired Tony Scott orking. A good deejay opener. (Adrienne, ASCAP)

Troubles...70

A tremendous amount of talent goes to waste on a somewhat pointless blues tune. Belafonte's styling is most sensual, and the Tony Scott orking is smart and swingin'. The side sounds great and says nothing. (Adrienne, ASCAP)

GUY LOMBARDO ORK

Let's 'ave a Tiddely at the Milk Bar...71
DECCA 29569—In march-polka time, Kenny Gardner and Trio wrap up a Thames-side tidbit. More for the ever-loyal Lombardo lovers. (Robert, ASCAP)

You Knock at My Heart (but You Don't Come In)...71
A lightweight novelty with vocal duet. Strictly for the fans. (Flo, ASCAP)

NORO MORALES ORK

Tropical Merengue...71
VICTOR 6261—This version of the tune may not be as lush as Percy Faith's, but cutting it down and simplifying it perhaps makes it a more danceable instrumental. Pop and L.-A. sales should be moderately good. (E. B. Marks, BMI)

Slow and Easy (Espinita)...65
A restrained cha-cha-cha with an English vocal. The instrumental portions are rhythmically effective but the so-so vocal cuts down its commercial possibilities. (Peer, BMI)

BELMONTE AND HIS AFRO-AMERICAN MUSIC

In the Hall of the Cha-Cha King...69
COLUMBIA 40551 — The Belmonte ork shows its technique off to good advantage in this flashy opus. Its references to a Grieg composition with a similar name is sketchy. (Harvard, BMI)

It's Mambo Time...67
Another fine waxing for dancers. (Harvard, BMI)

FRANKIE YANKOVIC AND HIS YANKS

My Mary Polka...69
COLUMBIA 40552—Tuneful polka is sung and played liltily by the Yankovic crew. A strong item for the polka market, and it could get pop juke spins in the right places. (Gala, BMI)

Andrea's Waltz...62
Swaying three-beat opus is paced right for several relaxed turns around the dance floor. (Mills, ASCAP)

PABLO BELTRAN RUIZ ORK

(What Can I Say) After I Say I'm Sorry?...68
VICTOR 6254—The Walter Donaldson oldie is a revival in the flick

(Continued on page 37)

SEECO The World's Leader in Latin American Recordings Complete Catalogue Featuring Long Play Extended Play 78 and 45 RPM Write for new Long Play Catalogue It pays to stock SEECO

SEECO DIST. CORP. 39 W. 60th St., N.Y. 23, N.Y. SEECO, the Major Latin-American Label

HIGH CLASS A SHOPS for your discriminating clientele. The superb recordings by CHARLES LAUGHTON with brilliant introductions by Agnes Moorehead. Long Playing TT2260, TT2262, TT2264. TEMPO RECORD CO. OF AMERICA

"Wonderful!" SAYS GEORGE HARTSTONE MUTUAL DISTRIBUTING CO. BOSTON, MASS.



He's referring to the hub-bub in The Hub about the new CORAL Albums. See pages 26 and 27.



the most Eddie Fisher



MAGIC FINGERS

(with Hugo Winterhalter and his Orch.)

20/47-6264



The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 36

"Pete Kelly's Blues." This instrumental is fine for dancers, provided it can get exposure to the terp market. (Miller, ASCAP)

**Dust on the Moon...67**  
An attractive, swingy Lecuona ballad is rendered by a fine Mexican band in a swingy idiom that combines qualities of Glenn Miller and Les Brown. Interesting, but hardly exciting. (E. B. Marks, BMI)

**MERV GRIFFIN**  
(I Couldn't Get the Hang of the Merengue).....68  
COLUMBIA 40557—Latin novelty is brightly played and sung, but the effort impresses as too weak for much action. (Oxford, ASCAP)

**Five Cups of Coffee**  
(Five Cups of Tea).....66  
Polished chanting by Griffin of the rhythmic opus. Some juke play likely. (Alamannac, ASCAP)

**THE BLUE SIOUX CITY FIVE**  
(OR 6, OR 7, OR 8)  
The Blue Sioux City Five.....65  
COLUMBIA 40548—Current favor of hokey waxings may broaden the limited (normal) sales market for this two-beater. (Summit, ASCAP)

**REVEL RAY**  
Sallisaw Squaw.....56  
ROULETTE 7000—In enticing tones, the "Indian squaw" holds out some great inducements to a potential husband. The odds are against this heavily-indulged gimmick side. (Double "O", BMI)

**I Misunderstood...54**  
A weeper waltz, not helped much by poor quality pressing. (Double "O", BMI)

**RANDY BRENT**  
Because of Love.....50  
FABLE 501—Professional quality is lacking here in most aspects of the production. (Fairway, BMI)

**I Never Want to Dream Again...50**  
As above, the Brent gives it a sincere try. (Fairway, BMI)

**Spiritual**

**BROTHER JOE MAY AND THE PILGRIM TRAVELERS**  
Sell Out.....81  
SPECIALTY 884 — Broter May

makes a ringing appeal for all sinners to go without delay to the Lord and lay their troubles on Him. His message has a powerful punch and musically it becomes a real treat when May is riding high over the Travelers' harmonic backing. A top buy. (Martin & Morris, BMI)

**Jesus Knows...79**  
Brother May rocks the rafters again with a stirring reading of this song and gets solid co-operation from the Pilgrim Travelers. Two fine sides. (Venice, BMI)

**THE STAMPS QUARTET**  
Treasures at the End of the Trail.....74  
COLUMBIA 21445 — A pleasantly harmonized song of inspiration with a bouncy beat. The group turns in one of their characteristic readings. (Stamps Quartet, SESAC)

**Judgment Day...70**  
A pretentiously arranged spiritual, sung sincerely and with spirit, does not make a strong impression. (Stamps Quartet, SESAC)

**THE PILGRIM TRAVELERS**  
Troubled in Mind.....70  
SPECIALTY 883—The group's excellent bass lead tears into this upbeat material with vigor and paces the Travelers thru some exciting turns on to a powerful finish. The backing is that of a commercial band, including tenor sax, and they lay down a terrific beat. This should be a big hit in this market. (Venice, BMI)

**Every Prayer...76**  
A more reflective piece of material with a restrained beat. The high tenor lead is given opportunity to ornament this pretty melody into florid patterns. A fine contrast to the material on the flip. (BMI)

**Sacred**

**CARL STORY**  
Echoes From the Burning Bush.....77  
MERCURY 70687 — A superb performance of a sacred standard which had not been recorded in quite a while. Story and the Ramblin' Mountaineers are in top form as they swing this popular material. (Vaughan, SESAC)

**By the Hands of God...75**  
Story and the group harmonize effectively on this new gospel song which ought to become a favorite of sacred customers, too. It is handled with taste and sincerity and boasts a good beat. (Nash, BMI)

**Children's**

**HUGO PERETTI ORK**  
Peter Ponsil Goes to School, Parts 1 and 2.....77  
MERCURY MC 56 — Peter Ponsil, who a year ago had a tonsilectomy,

• Reviews and Ratings of New Popular Albums

• Continued from page 18

mother cuddling her infant gives this a unity of purpose. Easy, relaxed listening, especially suited for offering to those wishing relaxing, late-hour disk fare. Among the ditties, two of which are soloed by Bing Crosby, are Brahms' "Lullaby," "Rockabye Baby," "Sweet and Low" and "Hush-a-Bye."

**Jazz**

**BIXIELAND.....80**  
Eddie Condon and His All-Stars (1-12")  
Columbia CL 719

Condon is a household word, as jazz names go, and his previous Columbia albums have justified his ready identification. Also, they have sold very well. This is more of the same, utilizing some of the tunes that were associated with Bix Beiderbecke. New trumpeter Pete Pesci sounds as much like Bix as Bobby Hackett used to, and the other stars are familiar Condonites such as Ed Hall, Wild Bill Davison, etc. Spirited stuff by a bunch of real pros.

**JUMPIN' AT THE WOODSIDE.....77**  
Buck Clayton and His All-Stars (1-12")  
Columbia CL 701

Trumpeter Clayton and a flock of good jazz men, including several Basic alumni and undergrads, give out in free fashion on four all-time Basic favorites including the title riffer. Three previous Clayton albums, all of a similar nature, have sold well, and this should also. Musically, the invention is uneven, but the spirit is unflagging. Good contributions from trumpeters Clayton, Joe Newman and Ruby Green; from tenorman Al Cohn, and a great trombone chase by Urbie Green and Trummie Young. George Avakian's usual schedule of choruses is a great help to the listener.

**THE LIONEL HAMPTON QUARTET-QUINTET.....76**  
(1-12")  
Clef MG C 667

Hampton's success on wax doesn't always match that of his personal is now six and on his way to school for the first time. The preparations prior to that great day and actual classroom introduction make for a timely topic. Display will move it in plentiful quantities.

appearances, but here he is involved in a straightaway swinging session that should sell if exposed. The presence of Buddy Rich, Oscar Peterson, Herb Ellis, Buddy De Franco and Ray Brown should be an extra inducement. The best of the recent Hampton LP's.

**RUGOLOMANIA.....73**  
Pete Rugolo and His Ork (1-12")  
Columbia CL 689

If some of Rugolo's more pretentious past efforts haven't completely scared off the laity, this tasteful collection of comparatively down-to-earth scores should sell over a broad base. When he wants to be, Rugolo is a master orchestrator and a witty musical conversationalist. Here he is both, spotting a special soloist in each arrangement—sometimes on an unusual instrument. Jazz fans especially will appreciate the work of Doug Mettome, trumpet, and the late Bob Gordon, baritone sax. Other solos are by tuba, French horn, etc.

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.

- Everywhere—Bron (Mills)
- Unchained Melody—Frank (Frank)
- Evermore—Kassner (Piccadilly)
- Learnin' the Blues — Campbell, Connelly (Barton)
- I Wonder—Macmelodies (Sansone)
- Blue Star—Victoria (Young)
- Every Day of My Life—Robbins (Miller)
- John and Julie—Toff (Leeds)
- Stars Shine in Your Eyes—Maurice (\*)
- Close the Door—Duchess (Trinity)
- Dreamboat—Leeds (Leeds)
- Stranger in Paradise—Frank (Frank)
- Where Will the Dimple Be?—Cinephonic (Rogers)
- You My Love—Dash (\*)
- Softly, Softly—Cavendish (Sherwin)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- Don't Worry—Wright (Williams)
- That's How a Love Song Was Born—Chappell (Chappell)
- Stowaway—Morris (Melrose)
- Mama—Macmelodies (Southern)

"Booming In Baltimore"

SAYS HENRY MATHENSON  
GENERAL DISTRIBUTING CO.  
BALTIMORE, MD.



He's referring to the way people are buying those new show-stealing CORAL Albums. See pages 26 and 27.

THE ORIGINAL!

LAFAWN PAUL  
'LEARNING TO LOVE'

b/w  
'Mon Cher Ami'  
ABBOTT 3009

ABBOTT RECORDS, INC.  
BOX 38, MALIBU, CALIFORNIA

MERCURY RECORDS



"New Orthophonic" High Fidelity Recording



you ever heard



(I Wanna Go Where You Go, Do What You Do)

THEN I'LL BE HAPPY

(with Hugo Winterhalter's Orch. and Chorus)

20/47-6264



PUSHPOP POSTER SHEET NO. 1

**HONOR ROLL OF HITS**

TRADE MARK REG.

***The Nation's 10 Top Tunes***

FOR THE WEEK ENDING—SEPTEMBER 14, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators**1. YELLOW ROSE OF TEXAS****2. AIN'T THAT A SHAME****3. SEVENTEEN****4. LOVE IS A MANY-SPLENDORED THING****5. WAKE THE TOWN AND TELL THE PEOPLE****6. ROCK AROUND THE CLOCK****7. AUTUMN LEAVES****8. BIBLE TELLS ME SO****9. HARD TO GET****10. TINA MARIE** *First time in Top Ten*

# 5 Hot Ones!

1. 'AIN'T THAT A SHAME'

Fats Domino = 5348

2. 'I HEAR YOU KNOCKIN'

Smiley Lewis = 5356

3. 'ALL BY MYSELF'

Fats Domino = 5357

4. 'I KNOW I WAS WRONG'

The Barons = 5359

5. 'NATURAL NATURAL DITTY'

The Jewels = 5362

# 3 New Hits!

1. 'DON'T LEAVE'

Bruno Sisters = 5364

2. 'MERCY MERCY'

Johnny Fuller = 5365

'WITCHCRAFT'

3. The Spiders = 5366

Imperial Records

6425 Hollywood Blvd., Hollywood 28, Calif.

## Reviews and Ratings of New Classical Releases

**TCHAIKOVSKY: SWAN LAKE, ACTS II AND III (1-12)**—NBC Symphony; Leopold Stokowski, Cond. RCA Victor LM 1984 ..... 85  
Lush music-making this, of the more popular excerpts of the familiar ballet score. The sound, too, is of the very best, but neither of the aforementioned factors are due to carry the most weight with prospective buyers. The packaging and price are the things here. For \$3.98 the consumer is offered a fine 12-inch LP in a hard cover, book-type liner with its glossy pages holding superb ballet photos and a detailed description of "Swan Lake" by ballet expert John Martin. Sales will be heavy indeed on this one.

**29 CLASSICS YOU SHOULD KNOW (6-12)**—Camden CFL 103 ..... 82  
Performance and price-wise, this package represents one of the best bargains on the classical market today. It's an excellent primer for beginning collectors. Handsomely packaged in a scarlet box, the LP includes six 12-inch disks, featuring 29 popular war-horses—"William Tell Overture," "1812 Overture," "Finlandia," "Night on Bare Mountain," "The Sorcerer's Apprentice," "Dance Macabre," "Der Rosenkavalier Suite," and one entire LP devoted to Dvorak's "Slavonic Dances, Op. 46." Talent, under the usual Camden aliases, includes Leopold Stokowski and the Philadelphia Symphony; Serge Koussevitzky, Boston and the London Philharmonic; Eugene Goossens and the Cincinnati Symphony; Arthur Fiedler and the Boston Pops; Czech Philharmonic; National, Huns Kindler; and Indianapolis, Fabian Sevitzky.

**STRAVINSKY: LE SACRE DU PRINTEMPS (1-12)**—RIAS Symphony; Ferenc Fricsay, Cond. Decca DL 9781 ..... 77  
Had this arrived on the record scene a year ago, it would have enjoyed sales more in line with its obvious merit than is likely to be the case today. Still, a good many should be attracted to this finely knit performance of a modern classic, and the orchestral sound on this disk, out of the top drawer, is easily comparable to the top three among versions available. Van Gogh cover art should help this entry steer a comfortable course between the strong "Sacre" etchings available—Dorati-Mercury, Steinberg-Capitol and Ormandy-Columbia.

**DEBUSSY: IMAGES FOR ORCHESTRA (COMPLETE)** (1-12)—Concertgebouw Orchestra of Amsterdam; Eduard van Beinum, Cond. Epic LC 3147 ..... 74  
Popular and much-recorded as the "Iberia" portion of Debussy's "Images of Orchestra" is, the work is seldom heard in its entirety—and has been so recorded only once in recent years. The two other portions of the set: "Gigues" and "Rondes de printemps" do not deserve such neglect. Superb engineering assists van Beinum. An excellent buy, that would carry the field had it not to contend with the Ansermet version.

**MOZART: SYMPHONY NO. 38 IN D (PRAGUE); SYMPHONY NO. 39 IN E FLAT (1-12)**—Danube Symphony Orchestra; Thames Symphony Orchestra. Camden CAL 237 ..... 71  
Actually, the conductor here is Bruno Walter, with the Vienna Philharmonic and the B.B.C. Symphonies respectively. The "Prague" dates from 1938, and the sound is remarkably natural, considering. The number 39 originally came out in 1935 and shows its age. But these are top-flight readings of two top-flight Mozart works, in the warm-hearted Viennese tradition. A rare bargain for the connoisseur.

**BRAHMS: SYMPHONY NO. 2 (1-12)**—Claridge Symphony Orchestra. Camden CAL 236 ..... 70  
Another good reprint from old 78 r.p.m. waxings, this disk of an orchestral staple can be recommended without hesitation to those not "hi-finicky" and who rate performance above sonics. A solid, musicianly reading and a bargain at the low Camden price.

**BRAHMS: VARIATIONS ON A THEME BY HAYDN (ST. ANTONI CHORALE); SAINT-SAENS: VARIATIONS ON A THEME OF BEETHOVEN; SCHUMANN: ANDANTE AND VARIATIONS; MENDELSSOHN-LUBOSCHUTZ: ALLEGRO BRILLANT**

### Number of Releases This Week

Label	Pop	C&W	R&B
APOLLO	3	—	—
CAPITOL	3	—	—
CHECKER	—	—	1
CHESS	—	—	1
COLUMBIA	5	2	—
CORAL	3	—	—
DECCA	7	2	1
DEED	1	—	—
DOOTONE	—	—	1
DOT	1	2	1
EPIC	4	—	—
FABLE	1	—	—
FORTUNE	1	—	1
GRAND	—	—	1
HICKORY	—	1	—
KING	—	1	—
MERCURY	1	1	1
M-G-M	2	—	—
ROULETTE	1	—	—
SAGE AND SAND	—	2	—
SAVOY	—	—	3
STARDAY	—	2	—
VICTOR	7	3	—
<b>TOTAL</b>	<b>37</b>	<b>16</b>	<b>16</b>

(1-12)—Pierre Luboschutz and Genia Nemenoff, Pianos. Camden CAL 206. 69  
At the price, this package represents a good buy for lovers of piano music. The artists are one of the top two-piano team performers, and their rendition of the repertoire is authoritative.

**BRUCKNER: QUINTET FOR STRINGS IN F (1-12)**—Koeckert Quartet; Georg Schmid, Viola. Decca DL 9796 ..... 69  
Somewhat unexpectedly, this set could corral a good many sales in its class. Not alone may it appeal to chamber music fans, but a larger crew of Bruckner enthusiasts who have never had the opportunity to hear their idol in a work for smaller than symphonic ensemble should grab up this first recording with quick eagerness. It is a romantic score, easily enjoyed and played beautifully here by German musicians. The sound is mighty good, too.

**THE LITTLE SINGERS OF PARIS (1-10)**—Mssr. F. Mailet, Director. Angel Ang 64024 ..... 68  
This noted choral group has made its first long-playing disk with these seven pieces. They include Christmas humms and several secular pieces. The boy sopranos, boy altos and the voices of the older boys register with beautiful lyric quality. Lovers of choral music will find this a very desirable package.

### Jazz

**LIONEL HAMPTON—ALL AMERICAN AWARD CONCERT (1-12)** Decca DL 8088

An album that takes the listener back 10 years to April 12, 1945, when the Hampton orchestra staged a shindig in Carnegie Hall to celebrate their victory in Esquire magazine's annual jazz poll. This live recording of the event brings to mind the wonderful band Hampton had at that time; outstanding in it were men like trumpeter Joe Morris, tenor man Arnett Cobb and trombonist Al Hayes. "Hamp" himself was the big attraction, however, whether playing vibes in a show-piece like "I Know That You Know" or when humorously goofing off at piano in "Boogie Woogie." Two gems from that evening's concert are preserved in Dizzy Gillespie's solo on "Red Cross" and Dinah Washington singing "Evil Gal Blues." Despite the poor sound qualities of this disk, the vitality of the 1945 Hampton band comes thru beautifully, and many nostalgic collectors should respond with little hesitation.

**VOODOO SUITE; SIX ALL-TIME GREATS (1-12)** Perez Prado and His Ork (1-12) Victor LPM 1101

Prado's "Voodoo Suite" is, in the words of its creators, "an orchestral work that depicts the marriage of primitive rhythms to American jazz—a sort of tone poem in which the African, the mambo and the basic aspects of jazz are united." Provocative as such an undertaking is bound to be, it flashes on and off here, with plenty of new coloring when percussion and/or brass dominate the scene, but otherwise tending to short because of confusing shifts of style and rhythm pattern. On the flip side of the LP is another brilliant idea only partly realized; mambolization of six top standards of the swing era associated with six great figures like Harry James, Bunny Berigan, etc. In four of them Prado uses an augmented string section, and gets an unusual effect. Stimulating stuff, but not thoroughly digested and adapted to Prado's unique style.

## 'Adventure' on Eastern Trek

HOLLYWOOD, Sept. 17.—First sales outside the West Coast for the Jack Douglas film series, "I Search for Adventure," have been concluded by George Bagnall Associates with WXYZ, Detroit; KSL-TV, Salt Lake City, and WPIX, New York. Program has had a successful run on the West Coast for the past year, but is only now starting to be syndicated thruout the remainder of the country.

## WABD Adds Yates and Yarnell to Exec Staff

NEW YORK, Sept. 17.—WABD here this week added two execs to its staff. Ted Yates Jr. takes over as director of news and special events, and Dave Yarnell, assistant director of press for radio station WNEW, New York, becomes director of press information.

## COMING TO NEW YORK?

Stay at this modern 25-story hotel. All rooms outside exposure. Large, beautifully furnished rooms with kitchenette, private bath, from \$5.50 daily. Two room suites from \$8.50  
**SPECIAL MONTHLY RATES!**  
Air-conditioning & television available

**Hotel BEACON**

Broadway at 75th St., New York  
Oscar Wintrub, Managing Director

## RECORD PRESSINGS

Shells—Vinylite—Flex  
78 RPM—45-33 1/2  
Test Pressings Free  
Small or Large Quantity.  
Labels—Processing—Masters.  
**SONGCRAFT, INC.**  
1650 Broadway New York 19, N. Y.



## COLUMBIA RECORDS...

another satisfied **REPUBLIC** customer!

'We have been shipping records all over the country via **REPUBLIC CARLOADING** for more than 6 years. They know their business, and they have made it a point to learn enough about ours to do an intelligent service job. I can honestly recommend them to any member of the record industry who is in need of dependable freight service.'

*Alan F. Keenan*

Alan F. Keenan  
General Traffic Mgr.  
COLUMBIA RECORDS

At this moment hundreds of record shipments are moving safely and swiftly to market via **REPUBLIC**. We are familiar with the transportation requirements of the record industry, and appreciative of the need to get shipments delivered in time to meet changing consumer demands.

**FREE!** Write today for a free copy of our Service Guide. A helpful booklet covering factual forwarder information also available on request. Address your reply to our headquarters, at 168 Twelfth Avenue, New York 1, N. Y.



**REPUBLIC**  
CARLOADING & DISTRIBUTING CO.

**It's Fun! It's New! It's Novel! It's Different!**

# It's Going Over Big!

Not just another record to put on your shelf... but an entirely new idea that's bringing fun into every home and profits to every dealer. Everybody likes to sing and have fun but who knows the words?

**PICTURE RECORD**

## GROUP SINGING Song Fest

**FREE**  
Beautiful counter display that sells on sight with sample order of six—2 of each recording. Order today.

**NOW, with PictuREcord Song-Fest, everybody can sing to an easy tempo accompaniment with the words projected on the wall or screen just like the professionals at the movies. It's making a big hit and playing new tunes on cash registers all over the country.**

Complete package deal of 8 Songs on 45 RPM extended play record with 10—2x2 slides to project on wall or screen.

to sell for... **3.98** RETAIL

**REGULAR DISCOUNT**  
Be the first one in your community to cash in on this brand new idea. It's fun. Write, phone or wire for sample order.

*Picture Recording Company*  
OCONOMOWOC, WISCONSIN

**3 RECORDINGS**  
With Slides  
**NOW AVAILABLE**

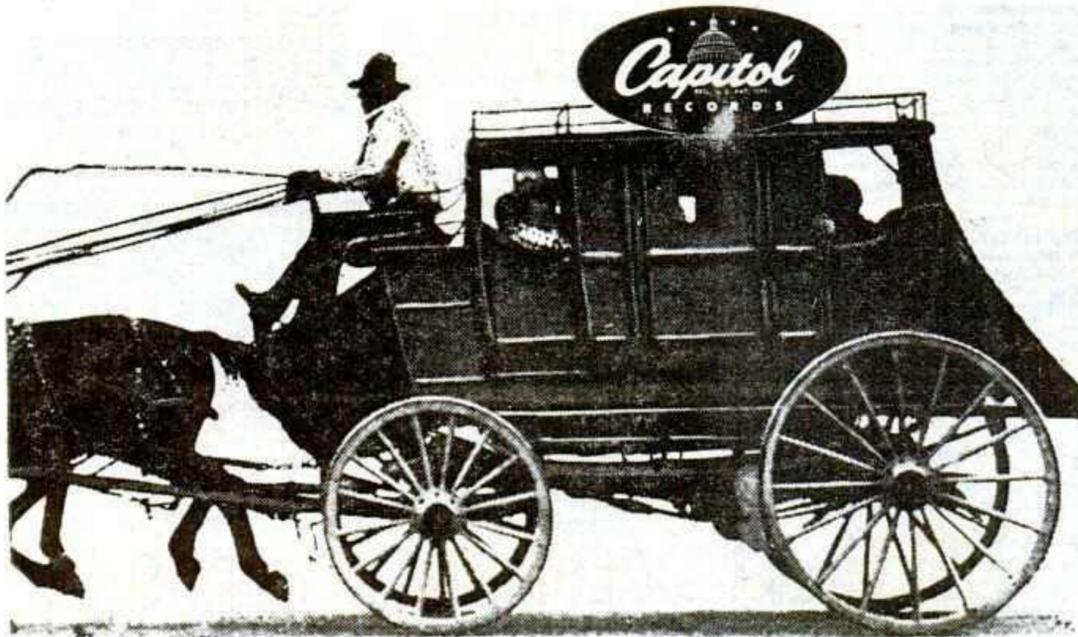
Record No. 1  
**OLD TIME SONGS**

Record No. 2  
**COLLEGE SONGS**

Record No. 3  
**CHRISTMAS SONGS**

Each unit contains 8 songs especially recorded for Picture Recording Company by Columbia on 45 RPM extended play record in easy to sing tempo with TED MEYN at the organ plus 10—2 x 2 slides with words of each song to project on screen or wall so everybody can sing.

five great new country hits...  
just off the stage!



**FERLIN HUSKEY**  
and His Hush Puppies

DEAR MISTER BROWN  
I'LL BE HERE FOR A LIFETIME

Record No. 3233



**HANK THOMPSON**  
WESTPHALIA WALTZ  
RED SKIN GAL

Record No. 3235

**THE FARMER BOYS**  
IT PAYS TO ADVERTISE  
YOU LIED

Record No. 3246



**HYLO BROWN**  
A ONE SIDED LOVE AFFAIR  
LOVESICK AND SORROW

Record No. 3240

**CHESTER SMITH & HAZEL HOUSER**  
SINGIN' MY BLUES TO THE LORD  
FELLOWSHIP

Record No. 3227



**The Billboard Music Popularity Charts**  
**COUNTRY & WESTERN RECORDS**

**Best Sellers in Stores**

For survey week ending September 14

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. <b>I DON'T CARE (BMI)—W. Pierce</b> .....	1	13	
Your Good for Nothing Heart (BMI)—Dec 29480			
2. <b>CATTLE CALL (ASCAP)—E. Arnold &amp; H. Winterhalter</b> .....	2	14	
KENTUCKIAN SONG (ASCAP)—Vic 20-6139			
3. <b>SATISFIED MIND (BMI)—P. Wagoner</b> .....	3	18	
Itchin' for My Baby (BMI)—Vic 20-6105			
4. <b>JUST CALL ME LONESOME (BMI)—E. Arnold</b> ....	4	6	
THAT DO MAKE IT NICE (BMI)—Vic 20-6198			
5. <b>SATISFIED MIND (BMI)—R. &amp; B. Foley</b> .....	6	14	
How About Me (BMI)—Dec 29526			
6. <b>SATISFIED MIND (BMI)—J. Shepard</b> .....	5	14	
TAKE POSSESSION—Cap 3118			
6. <b>ALL RIGHT (BMI)—F. Young</b> .....	7	8	
Go Back You Fool (BMI)—Cap 3169			
8. <b>THERE SHE GOES (BMI)—C. Smith</b> .....	9	20	
Old Lonesome Times (BMI)—Col 21382			
9. <b>YELLOW ROSES (BMI)—H. Snow</b> .....	7	25	
Would You Mind (ASCAP)—Vic 20-6057			
10. <b>IN THE JAILHOUSE NOW (BMI)—W. Pierce</b> .....	10	34	
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391			
11. <b>MYSTERY TRAIN (BMI)—E. Presley</b> .....	14	2	
I FORGOT TO REMEMBER TO FORGET (BMI)—Sun 223			
12. <b>YONDER COMES A SUCKER (BMI)—J. Reeves</b> ...	—	1	
I'm Hurtin' Inside (ASCAP)—Vic 20-6200			
13. <b>THERE'S POISON IN YOUR HEART (BMI)—K. Wells</b> .....	12	9	
I'm in Love With You (BMI)—Dec 29577			
13. <b>YELLOW ROSE OF TEXAS (ASCAP)—E. Tubb</b> ...	—	1	
Million Miles From Here (BMI)—Dec 29633			
13. <b>LOVE, LOVE, LOVE (BMI)—W. Pierce</b> .....	—	1	
IF YOU WERE ME (BMI)—Dec 29662			

**Most Played in Juke Boxes**

For survey week ending September 14

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Weeks on Chart	Last Week	Chart
1. <b>I DON'T CARE (BMI)—W. Pierce</b> .....	1	13	
Your Good for Nothing Heart (BMI)—Dec 29480			
2. <b>SATISFIED MIND (BMI)—P. Wagoner</b> .....	2	12	
Itchin' for My Baby (BMI)—Vic 20-6105			
2. <b>CATTLE CALL (ASCAP)—E. Arnold &amp; H. Winterhalter</b> .....	2	9	
Kentuckian Song (ASCAP)—Vic 20-6139			
4. <b>SATISFIED MIND (BMI)—R. &amp; B. Foley</b> .....	4	12	
How About Me (BMI)—Dec 29526			
5. <b>THAT DO MAKE IT NICE (BMI)—E. Arnold</b> ....	5	4	
JUST CALL ME LONESOME (BMI)—Vic 20-6198			
6. <b>ALL RIGHT (BMI)—F. Young</b> .....	8	3	
GO BACK YOU FOOL (BMI)—Cap 3169			
7. <b>YELLOW ROSES (BMI)—H. Snow</b> .....	7	20	
Would You Mind (ASCAP)—Vic 20-6057			
8. <b>SATISFIED MIND (BMI)—J. Shepard</b> .....	6	10	
Take Possession (BMI)—Cap 3118			
9. <b>THERE SHE GOES (BMI)—C. Smith</b> .....	8	7	
Old Lonesome Times (BMI)—Col 21382			
10. <b>CRYIN', PRAYIN', WAITIN', HOPIN'</b> (BMI)—H. Snow.....	—	3	
I'm Glad I Got to See You Once Again (BMI)—Vic 20-6154			

**Most Played by Jockeys**

For survey week ending September 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets

This Week	Weeks on Chart	Last Week	Chart
1. <b>I DON'T CARE—W. Pierce</b> .....	1	14	
Dec 29480—BMI			
2. <b>SATISFIED MIND—P. Wagoner</b> .....	2	16	
Vic 20-6105—BMI			
3. <b>ALL RIGHT—F. Young</b> .....	3	7	
Cap 3169—BMI			
4. <b>JUST CALL ME LONESOME—E. Arnold</b> .....	4	4	
Vic 20-6198—BMI			
5. <b>THAT DO MAKE IT NICE—E. Arnold</b> .....	5	6	
Vic 20-6198—BMI			
6. <b>CATTLE CALL—E. Arnold &amp; H. Winterhalter</b> ....	6	11	
Vic 20-6139—ASCAP			
7. <b>SATISFIED MIND—R. &amp; B. Foley</b> .....	—	10	
Dec 29526—BMI			
8. <b>YELLOW ROSE OF TEXAS—E. Tubb</b> .....	7	2	
Dec 29633—BMI			
9. <b>BLUE DARLIN'—J. Newman</b> .....	8	10	
Dot 1260—BMI			
10. <b>THERE SHE GOES—C. Smith</b> .....	15	17	
Col 21382—BMI			
11. <b>YONDER COMES A SUCKER—J. Reeves</b> .....	14	5	
Vic 20-6200—BMI			
12. <b>YELLOW ROSES—H. Snow</b> .....	10	22	
Vic 20-6057—BMI			
12. <b>I'M IN LOVE WITH YOU—K. Wells</b> .....	—	1	
Dec 29577—BMI			
14. <b>WHEN I STOP DREAMING—Louvin Brothers</b> ....	12	3	
Cap 3177—BMI			
15. <b>DADDY, YOU KNOW WHAT—J. Wilson</b> .....	8	9	
Mercury 70635—BMI			

# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## This Week's Best Buys

**I DON'T WANT IT ON MY CONSCIENCE** (Copar, BMI)—Ray Price—Columbia 21442

Ray Price, long a great favorite in the Richmond, Nashville, Atlanta and Carolina sales territories, is following up many other hits with a solid new entry in those areas. All key Southern cities reported a good kick-off for the disk and look for it to place soon in territorial charts. Flip is "I Can't Go Home Like This" (Driftwood, BMI). A previous Billboard "Spotlight" pick.

**TEMPTATION, GO AWAY** (Lancaster, BMI)

**MIXED UP MEDLEY** (Remick, Harms & Broadway, ASCAP)—Wilburn Brothers—Decca 29614

The sales curve of this disk is mounting rapidly; the brothers are beginning to mop up several Southern territories. It is already on the Nashville territorial chart and is also selling well in Durham, Atlanta and Richmond. Good volume was reported in some Northern markets, like Cincinnati, Chicago and Buffalo. Both sides are contending for top honors, with action almost equally split. A previous Billboard "Spotlight" pick.

## Review Spotlight on . . .

### RECORDS

#### HANK SNOW

**Born to Be Happy** (Hamblen, BMI)—RCA Victor 6269—Snow's "Yellow Roses" is still holding its own on the best-selling chart, but his new platter should give it strong competition. It's a pretty ballad (penned by Stuart Hamblen) sung with warmth and feeling by Snow and showcased with unusually effective rhythm backing. Flip is "Mainliner" (Hamblen, BMI).

#### JIMMY WORK

**Let 'Em Talk** (Acuff-Rose, BMI)—Dot 1267—Here's a weeper with effective lyrics that should pull plenty of plays and counter sales. Work provides a sincere, solid vocal interpretation. Flip is "Don't Knock, Just Come On In" (Acuff-Rose, BMI).

#### TERRY FELL

**That's What I Like** (Nash, BMI)—RCA Victor 6256—Fell's first Victor disk (he recently switched over from the company's subsidiary label "X") spotlights a commanding performance on a lively, good-natured ditty. It could break big. Flip is "I Nearly Go Crazy" (American, BMI).

## Reviews of New C & W Records

#### MAC WISEMAN

**When the Roses Bloom Again** . . . 82  
DOT 1266—The growing reputation of Wiseman should spur ahead apace via this beautifully phrased reading of the pleasing ballad. This one will make money in the market. It bears watching. (American, BMI)

**Fire Ball Mail** . . . 80  
Rapid twanging on steel banjos provide this telling effort with the right flavor. A fine train song and an outstanding performance. Plenty of action due here, too. (Robbins, ASCAP)

**RED FOLEY**  
**The Night Watch** . . . 80  
DECCA 29667—Foley turns in a fine performance on this fine sacred song. He's supported by the Anita Kerr Singers. Should get strong deejay exposure. (Copar, BMI)

**When You Come to the End of the Day** . . . 75  
The standard is done in sensitive style. Effective. (Bourne, ASCAP)

**CARL STORY**  
**You've Been Tom Catin' Around** . . . 78  
COLUMBIA 21444—Amusing tongue-in-cheek warbling on a slick novelty with good lyrics. Story penned the tunes on both sides of the platter. Should pull considerable spins, with title making it a good juke bet in particular. (Peer, BMI)

**JIMMY COLLIE**  
**She Will Get Lonesome** . . . 76  
HICKORY 1033—Collie has some highly imaginative material on this side. Requires full attention all the way, but could command some good action. The item was clefted by the Louvin Brothers. (Acuff-Rose, BMI)

**MONTANA SLIM**  
**There's a Tree on Every Road** . . . 76  
DECCA 29671—A real grass roots quality to this ditty, which poetically tells of the longing for home. True country, with considerable folk flavor. (Springfield, BMI)

**JIMMIE OSBORNE**  
**Victims of an Innocent Dance** . . . 76  
KING 1501—Sudden love of the illicit variety, on the dance floor, is the topic here. Osborne projects the ballad tellingly. Mighty fine material and a good performance. (Tree, BMI)

is chanted feelingly by Osborne. He conveys a sentimental mood effectively, and the side should win okay reception. (Stewart, BMI)

**CHUCK REED**  
**Love, Love, Love** . . . 76  
MERCURY 70701—A country blues. Reed's chanting is vibrant and effective. Arrangement makes good use of strings, piano and drums. (Babb & Cedarwood, BMI)

**THE JOHNSON FAMILY SINGERS**  
**Shifting, Whispering Sands** (Parts 1 and 2) . . . 75  
VICTOR 6243—Another cover on the unusual musical-narrative with Pa Johnson doing a standout job on the narration. The Billy Vaughn waxing has stepped out strongly in both the pop and c.&w. markets, but this disk should give him some competition in the latter field. (Gallatin, BMI)

**SMOKEY STOVER**  
**Don't Ever Take Her Love for Granted** . . . 74  
SAGE AND SAND 209—Stover sings a touching ballad with tenderness and sincerity. Lyrics pack a sure-fire message (e.g., "Try a Little Tenderness," "Little Things Mean a Lot," etc.) Jockey with big fem followings should give it particularly strong play. (Tubb, BMI)

**LEON PAYNE**  
**I Die Ten Thousand Times a Day** . . . 73  
STARDAY 208—Leon Payne gives a strong performance with this weeper. It's a slow ballad in the Hank Williams tradition. (Hill & Range, BMI)

**MERRILL MOORE**  
**Hard Top Race** . . . 73  
CAPITOL 3226—Strong boogie backing on a novelty waxing pegged on the hard top car races. Moore contributes an interesting deadpan reading of the lyric with a funny pay-off. (Fairway, BMI)

**JAY-BOB HOWDY-HOYLE NIX**  
**Real Rockin' Daddy** . . . 73  
Lively novelty. Tune shows the r.&b. influence, but is essentially country in delivery. (BMI)

## C & W Territorial Best Sellers

For survey week ending September 14

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Cattle Call, E. Arnold, Vic.
3. When I Stop Dreaming, Louvin Brothers, Cap.
4. I Don't Care, W. Pierce, Dec.
5. Yellow Roses, H. Snow, Vic.

### Charlotte

1. I Don't Care, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. All Right, F. Young, Cap.
4. Satisfied Mind, R. & B. Foley, Dec.
5. Satisfied Mind, J. Shepard, Cap.
6. When I Stop Dreaming, Louvin Brothers, Cap.
7. There She Goes, C. Smith, Col.
8. That Do Make It Nice, E. Arnold, Vic.
9. Satisfied Mind, P. Wagoner, Vic.
10. You Oughta See Pickles Now, T. Collins, Cap.

### Cincinnati

1. Satisfied Mind, J. Shepard, Cap.
2. Yellow Rose of Texas, T. B. Strength, Cap.
3. Satisfied Mind, P. Wagoner, Vic.
4. There She Goes, C. Smith, Col.
5. Yellow Roses, H. Snow, Vic.
6. I Don't Care, W. Pierce, Dec.

### Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. His Hands, T. Ernie, Cap.
5. Kentuckian Song, E. Arnold, Vic.
6. Live Fast, Love Hard and Die Young, F. Young, Cap.

### Houston

1. I Don't Care, W. Pierce, Dec.
2. Yonder Comes a Sucker, J. Reeves, Abb.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. Satisfied Mind, P. Wagoner, Vic.
5. Mystery Train, E. Presley, Sun
6. Cattle Call, E. Arnold, Vic.
7. If You Were Me, W. Pierce, Dec.
8. Yellow Rose of Texas, E. Tubb, Dec.
9. Season's of My Heart, G. Jones, Sdy.
10. We're on the Main Line Now, L. Payne, Sdy.

### Memphis

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. Kentuckian Song, E. Arnold, Vic.
4. Satisfied Mind, R. & B. Foley, Dec.
5. I Don't Care, W. Pierce, Dec.
6. Cattle Call, E. Arnold, Vic.

like him. A weeper. Disk sound should be better. (TNT, BMI)

**BOBBY BYRD**  
**Please Don't Hurt Me** . . . 72  
SAGE AND SAND 203—Byrd begs his sweetie to be kind with his heart on this effective weeper. Good jockey material. (Sage & Sand, BMI)

**BIFF COLLIE**  
**Goodbye, Farewell, So Long** . . . 70  
STARDAY 203—A swiny ditty over an attractive boogie figure that Collie vocalizes with his usual light, relaxed style. (Starrite, BMI)

**MARTHA LYNN**  
**Suddenly There's a Valley** . . . 68  
VICTOR 6257—This western-style pop tune is showing strength in the pop versions by Gogi Grant and Julius LaRosa. This is the first true country styling, and it sounds like a hefty chore for the thrush. (Hill & Range, BMI)

**SONNY BURNS**  
**A Real Cool Cat** . . . 68  
STARDAY 209—The "cool cat" gets fair warning from an outraged husband. Has an intriguing beat, but the idea fails to come off in the lyric. (Starrite, BMI)

**BILLY WALLACE**  
**You Can't Ride on My Train** . . . 66  
BLUE HEN 210—The lyric is sad and picturesque, but the tempo is a fast one, spurred on by some lickity-split guitar strumming. Wallace's reading deserves good exposure. (Babb, BMI)

**DEED**

### Nashville

1. Satisfied Mind, P. Wagoner, Vic.
2. I Don't Care, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. That Do Make It Nice, E. Arnold, Vic.
5. When I Stop Dreaming, Louvin Brothers, Cap.
6. I Just Dropped in to Say Goodbye, C. Smith, Col.
7. Mixed Up Melody, Wilburn Brothers, Dec.
8. Temptation, Go Away, Wilburn Brothers, Dec.

### New Orleans

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. I Don't Care, W. Pierce, Dec.
4. All Right, F. Young, Cap.
5. There She Goes, C. Smith, Col.
6. I Guess I'm Crazy, T. Collins, Cap.
7. Most of All, H. Thompson, Cap.
8. Blue Darlin', J. Newman, Dot
9. Yellow Rose of Texas, E. Tubb, Dec.
10. I Forgot to Remember to Forget, E. Presley, Sun

### Richmond, Va.

1. Just Call Me Lonesome, E. Arnold, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. Satisfied Mind, P. Wagoner, Vic.
5. Baby, Let's Play House, E. Presley, Sun

### St. Louis

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. Satisfied Mind, R. & B. Foley, Dec.
4. Baby, Let's Play House, E. Presley, Sun
5. I Don't Care, W. Pierce, Dec.
6. Most of All, H. Thompson, Cap.

## Suit Claims Unpaid Royalties on 'Nola'

NEW YORK, Sept. 17.—A move for a summary judgment and dismissal of complaint this week revealed a suit in Supreme Court by Nola L. Arndt, widow of the late songwriter, Felix Arndt, against the Sam Fox publishing company. Mrs. Arndt asked for \$10,991 in unpaid royalties on "Nola." Three other tunes are involved in Mrs. Arndt's suit.

I. Jack London, representing Fox, made a general denial of allegations and claimed all money was paid in full.

\*\*\*\*\*  
\* ATTENTION! General Santa Ana \*  
\* "REMEMBER THE ALAMO" \*  
\* Tex Ritter on Capitol #3230 \*  
\* Johnny Bond on Columbia #21448 \*  
\* VIDOR PUBLICATIONS \*  
\* 5927 Sunset Blvd. Hollywood, Calif. \*  
\* (DJ records available) \*  
\*\*\*\*\*

**A Hit On Every Planet**  
Especially This One:  
**WHAT THEY SING ABOUT ON MARS**  
(F-509-45) Vocal by Sandy Stanton  
b/w DRIFTING APART (F-508-45)  
Also  
**SLYLY** (F-510-45) Vocal by Little Jeannie Greer  
b/w WHO, WHAT, WHERE, WHEN, HOW AND WHY?  
(F-511-45)  
All published by Flex Songs (BMI),  
1354 Wright St., L. A. 15  
FABLE RECORD CO.  
2608 Sunset Blvd., Los Angeles 26, Calif.  
Dunkirk 37944

**Distributors Wanted**  
FOR COUNTRY & WESTERN LABEL  
#101 "Walking Round in Circles"  
b/w "Devil Eyes"  
#100 "Here Today—Gone Tomorrow"  
b/w "Flat Top Boogie"  
**BONANZA**  
1540 Brewster Ave., Cincinnati 7, Ohio

**MUSIC PRINTING**  
LEAD SHEETS—100—\$3.50; 200—\$5.00.  
500—\$9.00.  
PROFESSIONAL COPIES 2 page—\$4—100;  
59—200.  
**AUTO LITHO**  
Jensen Beach 1, Florida

#1007  
**"THIS OLD PIANO"**  
"GOOFUS"  
BILL KRENZ AND RAGTIMERS  
records 64 W. Randolph, Chicago

Best Portable Hi-Fi!  
V-M 556  
by Voice of Music

**OPERATORS—**  
Watch the loot hit the chute with  
**Pearl Record #79**  
**"THE OLD HOMESTEAD"**  
b/w  
**"THOSE OLD RED FLANNELS MAGGIE WORE"**  
PEARL RECORDS 802 Arlington Covington, Ky.

**IT'S A HIT—IF IT'S ON CHART**  
Breaking for a Big One  
**ANNIE MET HENRY**  
b/w  
**KEEP A ROCKIN'**  
by THE CHAMPIONS  
Chart 402  
New Release!!!  
**YOU KNOW I TRIED**  
b/w  
**HOW CAN I LOVE YOU**  
by PAUL TATE  
Chart 403  
**IT'S A HIT—IF IT'S ON CHART RECORDS**  
1880 Coral Gate Dr. Miami, Fla.  
Tel.: 83-6755

**STOP-WATCHES!**  
Ideal for broadcasting, tele-casting and recording!  
Swiss-made, chrome finish, hinged nickel case.  
**\$12.50** including tax.  
Features "time out" and "zero return." With this watch you get split-second timing. Five-day money-back guarantee. Order by mail or phone.  
**GLOBE TRADING CO.**  
424 S. Broadway, Los Angeles 12, Calif. Room 403 Phone: Michigan 3511

**IN ST. LOUIS**  
**IT'S PREMIER**  
Complete recording facilities for phonograph sessions  
MODERN STUDIOS • FINEST EQUIPMENT  
MUSICAL ENGINEERING KNOW-HOW  
**PREMIER**  
FILM AND RECORDING CORPORATION  
3033 Locust Street • St. Louis 3, Missouri  
Jefferson 1-3555

**Essex RECORDS**  
THE LABEL WITH A FUTURE . . .  
3208 So. 84th St. Philadelphia 42, Penna.

**SEMI-FLEX 10" or 45 RECORDS**  
PRESSED-15c-INCLUDING labels, carton sleeves, etc.  
Write for full particulars  
**BEST PRESSING DEAL ANYWHERE**  
**ROYAL PLASTICS CORP.**  
1540 Brewster Ave., Cincinnati 7, Ohio

**WHEN IN BOSTON**  
It's the  
**HOTEL AVERY**  
The Home of Show Folk  
Avery & Washington Sts.  
Radio in Every Room

# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending September 14

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1		8	<b>1. MAYBELLENE (BMI)—C. Berry</b> ..... Wee Wee Hours (BMI)—Chess 1604
2	20		<b>2. AIN'T THAT A SHAME (BMI)—F. Domino</b> ..... La La (BMI)—Imperial 5348
3	11		<b>3. IT'S LOVE, BABY (BMI)—L. Brooks</b> ..... Chicken Shuffle (BMI)—Eccello 2056
4	9		<b>4. ONLY YOU (BMI)—Platters</b> ..... Bark, Battle & Ball (BMI)—Mer 70633
5	7		<b>5. WHY DON'T YOU WRITE ME? (BMI)—Jacks</b> ..... Smack Dab in the Middle (BMI)—RPM 428
13	2		<b>6. ALL BY MYSELF (BMI)—F. Domino</b> ..... Troubles of My Own (BMI)—Imperial 5357
6	12		<b>7. EVERYDAY (BMI)—Count Basie</b> ..... Comeback (BMI)—Clef 89149
8	3		<b>8. I HEAR YOU KNOCKING (BMI)—S. Lewis</b> ..... Bumpity Bump (BMI)—Imperial 5356
7	13		<b>9. SOLDIER BOY (BMI)—Four Fellows</b> ..... Take Me Back, Baby (BMI)—Glory 234
8	5		<b>10. FEEL SO GOOD—Shirley &amp; Lee</b> ..... You'd Be Thinking of Me—Aladdin 3289
10	6		<b>11. WALKING THE BLUES (BMI)—J. DuPree</b> ..... Daybreak Rock—King 4812
15	6		<b>12. SEVENTEEN (BMI)—B. Bennett</b> ..... Little Old You—All (BMI)—King 1470
11	3		<b>13. HIDE AND SEEK (BMI)—J. Turner</b> ..... Midnight Cannonball (BMI)—Atlantic 1069
14	2		<b>14. IT'S LOVE, BABY (BMI)—R. Brown</b> ..... What'd I Say (BMI)—Atlantic 1072
	1		<b>15. NIP SIP (BMI)—Clovers</b> ..... If I Could Be Loved by You (BMI)—Atlantic 1073

## • Most Played in Juke Boxes

For survey week ending September 14

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Record
1	7		<b>1. MAYBELLENE (BMI)—C. Berry</b> ..... Wee Wee Hours (BMI)—Chess 1604
2	21		<b>2. AIN'T THAT A SHAME (BMI)—F. Domino</b> ..... La La (BMI)—Imperial 5348
3	10		<b>3. EVERYDAY (BMI)—C. Basie</b> ..... Come Back (BMI)—Clef 89149
4	11		<b>4. IT'S LOVE, BABY (BMI)—L. Brooks</b> ..... Chicken Shuffle (BMI)—Eccello 2056
5	12		<b>5. FOOL FOR YOU (BMI)—R. Charles</b> ..... This Little Girl of Mine (BMI)—Atlantic 1063
8	3		<b>6. ONLY YOU (BMI)—Platters</b> ..... Bark, Battle and Ball (BMI)—Mercury 70633
	7		<b>7. SOLDIER BOY (BMI)—Four Fellows</b> ..... Take Me Back, Baby (BMI)—Glory 234
9	5		<b>8. WHY DON'T YOU WRITE ME? (BMI)—Jacks</b> ..... Smack Dab in the Middle (BMI)—RPM 428
10	2		<b>8. ALL BY MYSELF (BMI)—F. Domino</b> ..... Troubles of My Own (BMI)—Imperial 5357
6	4		<b>10. HIDE AND SEEK (BMI)—J. Turner</b> ..... Midnight Cannonball (BMI)—Atlantic 1069

## • Most Played by Jockeys

For survey week ending September 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Record
1	7		<b>1. MAYBELLENE—C. Berry</b> ..... Chess 1604—BMI
2	3		<b>2. I HEAR YOU KNOCKING—S. Lewis</b> ..... Imperial 5356—BMI
3	5		<b>3. HIDE AND SEEK—J. Turner</b> ..... Atlantic 1069—BMI
4	3		<b>4. IT'S LOVE, BABY—R. Brown</b> ..... Atlantic 1072—BMI
5	8		<b>5. WHY DON'T YOU WRITE ME?—Jacks</b> ..... RPM 428—BMI
6	12		<b>6. FOOL FOR YOU—R. Charles</b> ..... Atlantic 1063—BMI
7	12		<b>7. IT'S LOVE, BABY—L. Brooks</b> ..... Eccello 2056—BMI
11	19		<b>8. AIN'T THAT A SHAME—F. Domino</b> ..... Imperial 5348—BMI
9	2		<b>9. SEVENTEEN—B. Bennett</b> ..... King 1470—BMI
9	2		<b>10. ALL BY MYSELF—F. Domino</b> ..... Imperial 5357
13	6		<b>11. WALKING THE BLUES—J. DuPree</b> ..... King 4812—BMI
	14		<b>12. ROCK AROUND THE CLOCK—B. Haley</b> ..... Dec 29124—ASCAP
	1		<b>13. MAYBELLENE—J. Lowe</b> ..... Dot 15407—BMI
	1		<b>14. AT MY FRONT DOOR—El Dorados</b> ..... Vee-Jay 147—BMI
13	2		<b>15. ALL AROUND THE WORLD—Little Willie John</b> ..... King 4818—BMI
	1		<b>15. I DON'T GO FOR THAT—J. Reed</b> ..... Vee-Jay 153—BMI
	1		<b>15. AIN'T THAT A SHAME—P. Boone</b> ..... Dot 15377—BMI

## • R&B Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
1. Maybellene, C. Berry, Chs.
  2. I Hear You Knocking, S. Lewis, Imp.
  3. Why Don't You Write Me, Jacks, RPM
  4. Ain't That a Shame, F. Domino, Imp.
  5. All by Myself, F. Domino, Imp.
  6. Hide and Seek, J. Turner, Atl.
  7. Those Lonely, Lonely Nights, J. Watson, RPM
  8. Nip Sip, Clovers, Atl.
  9. Don't Take It So Hard, E. (Connolly) King, Kng.
  10. Soldier Boy, Four Fellows, Gly.

- Charlotte**
1. Maybellene, C. Berry, Chs.
  2. Ain't That a Shame, F. Domino, Imp.
  3. It's Love, Baby, R. Brown, Atl.
  4. I Hear You Knocking, S. Lewis, Imp.
  5. Nip Sip, Clovers, Atl.
  6. Feel So Good, Shirley & Lee, Ala.
  7. All By Myself, F. Domino, Imp.
  8. Everyday, C. Basie, Clf.
  9. Why Don't You Write Me, Jacks, RPM
  10. Seventeen, B. Bennett, Kng.

- Chicago**
1. Maybellene, C. Berry, Chs.
  2. Seventeen, B. Bennett, Kng.
  3. Walking the Blues, J. DuPree, Kng.
  4. Rock Around the Clock, B. Haley, Dec.
  5. Good Rockin' Daddy, E. James, Mod.
  6. Those Lonely, Lonely Nights, E. King, Ace
  7. Only You, Platters, Mer.

- Cincinnati**
1. Why Don't You Write Me, Jacks, RPM
  2. Ain't That a Shame, F. Domino, Imp.
  3. Everyday, C. Basie, Clf.
  4. I Hear You Knocking, S. Lewis, Imp.
  5. Feel So Good, Shirley & Lee, Ala.

- Detroit**
1. Walking the Blues, J. DuPree, Kng.
  2. It's Love, Baby, L. Brooks, Exc.
  3. Maybellene, C. Berry, Chs.
  4. All Around the World, Little Willie John, Kng.
  5. Everyday, C. Basie, Clf.
  6. Ten Long Years, B. B. King, RPM
  7. Ain't That a Shame, F. Domino, Imp.
  8. Nip Sip, Clovers, Atl.

- Los Angeles**
1. Maybellene, C. Berry, Chs.
  2. Ain't That a Shame, F. Domino, Imp.
  3. It's Love, Baby, L. Brooks, Exc.
  4. Only You, Platters, Mer.
  5. Emily, Turks, Mont.
  6. Soldier Boy, Four Fellows, Gly.
  7. All by Myself, F. Domino, Imp.
  8. Everyday, C. Basie, Clf.
  9. I Hear You Knocking, S. Lewis, Imp.
  10. Adorable, Colts, Via.

- New Orleans**
1. Maybellene, C. Berry, Chs.
  2. Only You, Platters, Mer.
  3. All by Myself, F. Domino, Imp.
  4. Soldier Boy, Four Fellows, Gly.
  5. Those Lonely, Lonely Nights, E. King, Ace
  6. Hide and Seek, J. Turner, Atl.
  7. Why Don't You Write Me, Jacks, RPM
  8. All Around the World, Little Willie John, Kng.
  9. Walking the Blues, J. DuPree, Kng.
  10. Ten Long Years, B. B. King, RPM

- New York**
1. Maybellene, C. Berry, Chs.
  2. Only You, Platters, Mer.
  3. All Right, OK, You Win, C. Basie, Clf.
  4. Everyday, C. Basie, Clf.
  5. Ship of Love, Nutmegs, Her.
  6. Seventeen, B. Bennett, Kng.
  7. Painted Picture, Spaniels, VJ.
  8. Hand Clapping, R. Prysock, Her.
  9. Walking the Blues, J. DuPree, Kng.
  10. Why Don't You Write Me, Jack, RPM

- Philadelphia**
1. Feel So Good, Shirley & Lee, Ala.
  2. It's Love, Baby, L. Brooks, Exc.
  3. Everyday, C. Basie, Clf.
  4. Why Don't You Write Me, Jacks, RPM
  5. I Hear Those Bells, D. Washington, Mer.
  6. Maybellene, C. Berry, Chs.
  7. Only You, Platters, Mer.
  8. Ain't That a Shame, F. Domino, Imp.
  9. Painted Picture, Spaniels, VJ.

- St. Louis**
1. It's Love, Baby, L. Brooks, Exc.
  2. Why Don't You Write Me, Jacks, RPM
  3. Maybellene, C. Berry, Chs.
  4. At My Front Door, El Dorados, VJ.
  5. Everyday, C. Basie, Clf.
  6. Ten Long Years, B. B. King, RPM
  7. Telephone Blues, Little Geo. Smith, RPM
  8. Walking the Blues, J. DuPree, Kng.

- Washington, D. C.**
1. Maybellene, C. Berry, Chs.
  2. Only You, Platters, Mer.
  3. Feel So Good, Shirley & Lee, Ala.
  4. It's Love, Baby, R. Brown, Atl.
  5. Ain't That a Shame, F. Domino, Imp.
  6. Everyone's Laughing, Drifters & C. McPhatter, Atl.
  7. Ain't That a Shame, P. Boone, Dot
  8. Seventeen, B. Bennett, Kng.
  9. Fool for You, R. Charles, Atl.
  10. Everyday, C. Basie, Clf.

**NEW RELEASE!**  
A Terrific Blues Number  
**CALLING ALL COWS**  
b/w Johnny Mae  
by THE BLUES ROCKERS  
Eccello 2062

**Two Beautiful Spirituals**  
**LOW DOWN CHARIOT**  
b/w I'm Alright Now  
by THE SWANEE QUINTET  
Nashboro 562

**SAID I WOULDN'T TELL IT**  
b/w Hide Me  
Featuring EDNA GALLMON COOKE

**Going Big**  
**EARL GAINES**  
**CAN'T KEEP FROM CRYIN'**  
By LOUIS BROOKS AND HIS HI-TOPPERS  
Western trade—order from Monarch in Los Angeles, Calif. Shipments also made by Plastic Products, Memphis, Tenn.  
**NASHBORO RECORD CO., Inc.**  
177 3rd Ave. N. Nashville 3, Tenn. Phone 42-2215

**DOOTONE HAS 5 BIG ONES!**

- 1- "EDNA" The Medallions #364
- 2- "ALWAYS & ALWAYS" The Meadowlarks #367
- 3- "REELING & ROCKING" Roy Milton #369
- 4- "WETBACK HOP" Chuck Higgins #370
- 5- "DON'T TAKE YOUR LOVE" The Calvanos #371

**DOOTONE RECORDS**  
5012 52ND CENTRAL AVE. LOS ANGELES 2, CALIF.

Another Blockbuster for Big Joe

**HIDE AND SEEK**  
by JOE TURNER  
Atlantic 1069

**Atlantic RECORDING CORP.**  
1234 WEST 56th STREET NEW YORK 19, N. Y.

**A Powerful One!**  
**JOHNNY OTIS**  
**YOU GOT ME CRYING**  
and  
Sitting Here Drinking  
Peacock #1648

**PEACOCK RECORDS, Inc.**  
2809 Erastus St. Houston 26, Texas

**SAVOY SAVOY**

Climbing Faster and Faster!  
PICKED BY BILLBOARD AND CASHBOX

**NAPPY BROWN**  
Savoy 1167

"Well, Well, Well, Baby-La"  
"Just a Little Love"  
Bigger than "Piddity" and  
"Don't Be Angry"

**SAVOY RECORD CO.**  
58 MARKET ST. NEWARK, N. J.

**GIVE TO DAMON RUNYON CANCER FUND**

**4 Best Sellers HEADING FOR THE TOP!**

**'TEN LONG YEARS'**  
B. B. KING  
RPM #437

**'THOSE LONELY LONELY NIGHTS'**  
JOHNNY WATSON  
RPM #436

**'GOOD ROCKIN' DADDY'**  
ETTA JAMES  
Modern #962

**'MARY LOU'**  
YOUNG JESSIE  
Modern #961

**Modern RPM**

9317 W. Washington Blvd., Culver City, Calif.

The Billboard Music Popularity Charts  
RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

**THE DREAMERS**  
Tears In My Eyes .....80  
GRAND 131—Paced by a high-soaring, creamy-voiced lead, the group delivers a handsome styling of this attractive ballad. Good sales potential. (Slotkin, BMI)

535...70  
Lead and group impress again, but the material is pretty hard to buck. Has only average commercial possibilities. (Slotkin, BMI)

**THE PENGUINS**  
Devil That I See .....78  
MERCURY 70703 — The Penguins' lead is featured in this pretty ballad, and he does a good job of embroidering the melody to an unusual piano and rhythm backing. (Pera, BMI)

Promises, Promises, Promises...77  
The group has a solid rocker in this simply styled material, and they swing it effectively. (Pera, BMI)

**SONNY BOY WILLIAMSON**  
Don't Start Me Talkin' .....77  
CHECKER 824—Williamson has a very funny side here, as he warns the gossips of the neighborhood of the dirt he's going to spread about them, if they don't stop talking behind his back. (Arc, BMI)

All My Love in Vain...76  
A Southern blues set to a good beat. The haunting harmonica punctuation of the singer's vocal line is very attractive. Two effectively contrasted sides. (Arc, BMI)

**BILLY WARD AND HIS DOMINOES**  
Give Me You .....77  
KING 1502—A strong side and one that's likely to take off. There's a world of rhythm in this performance. It's swiny and relaxed. (Ward, BMI)

Over the Rainbow...75  
A good one for deejay programming. The standard gets a dignified reading. Good sound. (Feist, ASCAP)

**EDDIE BOYD**  
I'm a Prisoner .....76  
CHESS 1606 — The veteran blues shouter pours out his woes here in his characteristic style. The Southern flavor of Boyd's vocal and the instrumental backing makes its chances below the Mason-Dixon line particularly good. (Arc, BMI)

I've Been Deceived...74  
Another good blues similarly styled. (Arc, BMI)

**THE STRIDERS**  
I Wonder .....75  
APOLLO 480—Smooth, gentle warbling on a pretty wistful ballad. (Leeds, ASCAP)

Hesitating Fool...74  
Same comment. (Bess, BMI)

**THE COUNTS**  
I Need You Tonight .....75  
DOT 1265—Life isn't worth much without her, we hear. The plaint in sung effectively by the group, which produces an interesting sound in this well-produced side. Fair response should be its lot. (Condor, BMI)

Sally Walker...72  
A rousing performance of okay jump material. (Condor, BMI)

**KAY ADAMS**  
All Around the World .....74  
KING 1504—This fine blues, with its unusual lyrics, is chanted effectively by Kay Adams. (Clifton, BMI)

It Just Ain't Love...74  
Another good blues. Miss Adams' chanting is swiny and there are relaxed horns adding to the effect. (Jay & Cee, BMI)

**THE SPARKS OF RHYTHM**  
Don't Love You Anymore .....74  
APOLLO 479—A weeper that moves along at breezy tempo, with showmanly lead singing by the group's high-pitched warbler. (Bess, BMI)

Woman, Woman, Woman...74  
A zingy reading by the Sparks of Rhythm (formerly the Berliners) on a fast-paced amusing rhythm-novelty pegged on the theme. "Big mouthed woman, shut your trap." Standout work by the two lead singers... one deep-voiced, the other high-pitched. (Bess, BMI)

**LARRY HARRISON**  
I Will Wait .....74  
SAVOY 1171—A blues ballad of the refined type now becoming popular. Harrison's performance is good and a bit gimmicked—which helps. (Savoy, BMI)

Move Baby Move...74  
Get outta here, woman, and feed those hungry hogs! Harrison shouts the novelty lyrics which are fashioned into a conventional jump blues pattern. Worth some action. (Crossroads, BMI)

**THE CARNATIONS**  
Night Time Is the Right Time .....73  
SAVOY 1172—Routine blues, brightened up with a few weird sounds in the chanting of the Carnations. (Crossroads, BMI)

The Angels Sent You to Me...73  
Another ballad in the currently popular "refined" trend. The group in-

• This Week's Best Buys

**PAINTED PICTURE** (Tollie-Tawny, BMI)—The Spaniels—Vee Jay 154  
The group has come up with a sensational climber in this recent waxing. Already a top seller in New York, Philadelphia, Buffalo, Baltimore, Cincinnati and St. Louis, the record is quickly covering the country and should be on the national listings shortly. Flip is "Hey, Sister Lizzie" (Tollie, BMI). A previous Billboard "Spotlight" pick.

**ALRIGHT, OKAY, YOU WIN** (Munson, BMI)—Count Basie Ork—Clef 89152  
The blues-shouter, Joe Williams, is leading the Basie band up the big money trail once more. This disk is now reported to be selling very well in New England, New York, Philadelphia, Buffalo, Chicago, St. Louis, Los Angeles, Detroit and in key Southern cities where distribution has been achieved. Flip is "(In the Evening) When the Sun Goes Down" (Leeds, ASCAP).

**AT MY FRONT DOOR** (Tollie, BMI)—The El Dorados—Vee Jay 147  
From time of release, this disk moved out impressively in St. Louis, Chicago and Cleveland. In the past two weeks, equally enthusiastic sales reports have been returned from Baltimore, Cincinnati, Pittsburgh, Atlanta, Durham, Nashville, Detroit and Boston. Shaping up as a chart threat. Flip is "What's Buggin' You, Baby?" (Tollie, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

**LAVERN BAKER**  
Play It Fair (Progressive, BMI)  
Lucky Old Sun (Robbins, ASCAP)—Atlantic 1075—The thrush has a sock two-sided hit, which should grab off plenty of juke and jockey spins. "Play It Fair" is an appealing rhythmic-pleader, with the gal shouting the moving lyrics with attractive vitality. The flip spotlights an impressive vocal performance in a strong spiritual vein on the great oldie.

**THE SOLITAIRES**  
The Wedding (Old Town, BMI)—Old Town 1014—The boys have an unusual disk here which could very well be a sleeper. Lyric revolves around the marriage ceremony rites, with the group packing sock emotional appeal into semi-sacred material. Flip is "Don't Fall In Love" (Old Town, BMI).

**BELVEDERES**  
Dear Angels Above (Dave, BMI) — Baton 214 — Lead singer Jimmy Morris contributes a standout vocal performance on a dreamy ballad, with sweet, slow-paced lyrics. The showmanly impact of Morris' warbling and attractive backing should spark many spins for this disk. Flip is "Come to Me Baby" (Dave, BMI).

jects a few vocal tricks into the reading to brighten it up. (Crossroads, BMI)

**THE CALVANES**  
Don't Take Your Love From Me . . . 73  
DOOTONE 371—Lead singer of the group handles the ballad with warmth and good phrasing, while the rest of the boys back him ably, and occasionally take solo licks. Nice listening. (Williams, BMI)

Crazy Over You...72  
On this rhythm side the Calvanes punch thru a rocking performance well aimed to please the teen-age jumpers. Okay juke filler. (Williams, BMI)

**JOE WEAVER ORK**  
Loose Caboose .....72  
FORTUNE 820—Strictly on the instrumental side, the Weaver ork gets

into the groove with a fine slow motion type blues item. Good solo work on tenor sax and guitar in evidence. (Trianon, BMI)

**I'm on My Merry Way...72**  
Joe Weaver gives out with some low-down vocalizing with a solid assist in the back-up department. (Trianon, BMI)

**THE KEYNOTES**  
Suddenly .....72  
APOLLO 478—The boys roam all around the tune in this slow and sentimental blues ballad. They produce an attractive sound, and the side should get a fair shake at deejay spins. (Bess, BMI)

Zenda...70  
Song of love directed at the title Miss is delivered with touching tenderness by the group. (Bess, BMI).

CHECKER RECORD CO.

CHECKER 821  
"I WANT TO LOVE YOU"  
The Flamingos

CHECKER 822  
"WALKIN' THE BLUES"  
Willie Dixon

CHECKER 823  
"THE \$64,000 QUESTION"  
Bobby Tuggle

CHECKER 824  
"DON'T START ME TALKIN'"  
Sonny Boy Williamson

CHECKER 825  
"TOO LATE"  
b/w  
"I HATE TO SEE YOU GO"  
Little Walter

CHESS 1602  
"MANNISH BOY"  
Muddy Waters

CHESS 1604  
"WEE WEE HOURS"  
Chuck Berry

CHESS 1605  
"STARLITE"  
b/w  
"IN LOVE"  
The Moonglows

CHESS 1606  
"I'M A PRISONER"  
b/w  
"I'VE BEEN DECEIVED"  
Eddy Boyd

CHESS RECORD CO.  
4750 S. Cottage Grove Ave.  
Chicago 15, Ill.  
Phone: Kenwood 8-4342

BREAKING NATIONALLY ON ALL THE CHARTS!  
SHIRLEY & LEE  
"FEEL SO GOOD"  
#3289  
Aladdin RECORDS  
Beverly Hills, Calif.

24 HOURS SERVICE ON REQUEST  
Unsurpassed in Quality of Any Price  
Genuine 8" x 10" Glossy Photos  
5 1/2¢ in 5,000 lots  
6¢ in 1,000 lots  
\$7.99 per 100  
Postcards \$23 per 1,000  
Copy Negative 8"x10", \$1.25—Postcards, 75¢  
Mounted Enlargements (30"x40").....\$3.85  
FULL COLOR POSTCARDS, 3M \$99.50  
A Division of JAMES J. KRIEGSMANN  
Phone 7-0233  
145 West 44th St.  
New York 19, N. Y.

CLOWN COSTUMES AND ACCESSORIES  
Circulars Free  
DANCE & CLOWN COSTUMES  
For all other occasions  
Get in touch with THE COSTUMER  
238 State St. Schenectady 5, N. Y.

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH  
SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!  
MAIL GLOSSY PHOTOS IN ALL SIZES—POSTCARDS—BLOW-UPS—BLACK AND WHITE OR BEAUTIFUL NATURAL COLOR—SEE OUR PRICE LIST AND COMPARE BEFORE BUYING ANYWHERE! HIGH QUALITY AND FAST COURTEOUS SERVICE SINCE 1936.

MULSON STUDIO  
P. O. Box 1941—BRIDGEPORT, CONN.

THANKS, DEE-JAYS for playing our song "HEY, BARTENDER" sung by the new singing rage JOE WILLIAMS  
Ron "Slim" Hall and Red Saunders

SCENERY  
Dye Drops, Flat Sets, Cyclorama Draw Curtains, Operating Equipment.  
Schell Scenic Studio  
581 S. High Columbus, O.

WANTED  
Two top Contracting Agents with phone crews to handle bookings for a top semi-name band. Leader has background of radio-TV, stage-screen, circus-carnival and choral-instrumental musical background. Here is a band that will hit the top if promoted right. No drunks nor characters wanted. Percentage deal. You pay your expenses, I'll pay mine. Leader now handling press, radio and TV Clyde Beaty Circus.  
B-W ENTERPRISES  
1207 3rd Ave., N. Columbus, Miss.

ACTS WANTED  
For Banquets, Conventions, Fraternal Clubs, Night Clubs and Private Club Dates. Please send photos, description, etc. Write, wire, come in.  
RAY S. KNEELAND  
AMUSEMENT BOOKING SERVICE  
75 1/2 West Chippewa St., Buffalo 2, N. Y.  
Phone: Washington 9671

Be a Booster for MILTON SCHUSTER  
Now Booking Exotics—Theaters—Night Clubs—Carnivals.  
BOBBY GOODMAN IN CHARGE CLUB DEPT.  
127 N. Dearborn St. Chicago 2, Ill.

WANTED MAGICIAN  
Floorshow, Table Work, Resort hotel, year around job to right individual. Fair price: living quarters included. Send photos, details to  
Dave Bender, McConkey Artists Corp.  
12th Walnut Bldg., Kansas City, Missouri

BREAKING BIG ON... GROOVE  
A PRODUCT OF THE RADIO CORPORATION OF AMERICA  
THE ORIGINAL  
COME BACK MAYBELLENE  
by JOHN GREER  
GROOVE G/4G 0119  
SIX O'CLOCK BOUNCE  
and  
GOOD BYE, GOOD BYE, GOOD BYE  
by PIANO RED  
GROOVE G/4G 0118  
GROOVE RECORDS • 155 EAST 24TH ST., NEW YORK, N. Y.

# THE FINAL CURTAIN

**ANDRE—Vic,**  
51, circus promoter, at Muskegon, Mich., September 12 of a heart ailment. He was last associated with the Tom Packs Circus and had been with others. A native of Freeport, Ill., he is survived by his widow and a brother in California. Burial at Dakota, Ill.

**BEATTY—Mildred,**  
wife of M. Beatty, veteran med worker known professionally as Chief Half Moon, September 11 in Royal Oak, Mich. In addition to her husband, she is survived by a son, Gene, and a daughter.

**BERGEN—James,**  
82, brother of Frank Bergen, owner of the World of Mirth Shows, and father of James, assistant manager, September 12 at his Staten Island, N. Y., home. (Details in Carnival section.)

**BOYD—Margaret E.,**  
66, executive secretary of Stadium Concerts, Inc., for 36 years, September 10 in Mount Vernon, N. Y. She had been with the Lewisohn Concert organization for all but the first two years of its existence.

**DALZIEL—Emma,**  
74, widow of Jack (Scotty) Dalziel, who formerly operated the Dalziel Carnival in Canada, at Sarnia, Ont., September 10.

**FICSOE—Andrew,**  
74, father of Isabel Carroll, concessionaire formerly with World of Mirth Shows, recently. Survived by two other daughters. Burial in Lady of Hungary Cemetery, Perth Amboy, N. J.

**FRIEDBERG—Carl Rudolf Hermann,**  
84, concert pianist and teacher, recently in Merano, Italy. He had played extensively throughout Europe and with major orchestras in New York, Philadelphia, Boston, Chicago, Cincinnati and San Francisco. He played the first performances of Schoenberg's "Pelleas et Melisande" and Richard Strauss' "Burleske." A teacher since he was 16, Friedberg taught in New York at the Institute of Musical Art and then the Juilliard School of Music. He was honored by the kings of England, Spain and Italy and by his former pupils who formed the Carl Friedberg Association, a scholarship organization. His widow, four children by a first marriage and a stepson survive.

## MARRIAGES

**CAMPO-CLOONEY—**  
Pupi Campo, band leader, and Betty Clooney, radio and television singer, recently in New York.

**BARNES-SCOTT—**  
Jerry Barnes, TV director for Station WWLP, Springfield, Mass., and Gail Campbell Scott, daughter of Gay Campbell, copy writer for the station, August 28 in West Halifax, Vt.

**HOLTZMAN-BARE—**  
Fred W. Holtzman, former concessionaire and presently manager of Silver Court, Miami, and Frances Barr, former concessionaire, August 26 in Miami.

**LONDON-GARWIN—**  
George London, bass-baritone, to Nora Garwin, non-pro, August 30 in Salzburg, Austria.

**MCCARTHY-LAKE—**  
Joseph McCarthy, New York writer and music publisher, to Veronica Lake, motion picture actress, recently in Traverse City, Mich.

**RICKLES-BARI—**  
Dr. Nathan Rickles, non-pro, to Lynn Bari, actress, August 30 in Beverly Hills, Calif.

**SAUNDERS-DEILE—**  
Robert Saunders, son of Matt Saunders, veteran circus man and presently local Bridgeport, Conn., manager for the Loew Circuit, and Lois Deile, non-pro, September 1 in Maplewood, N. J.

## BIRTHS

**BENAJAM—**  
A son to Mr. and Mrs. Albert Benajam, September 11 in New York. Mother is actress-singer Ruth Webb.

**DYBDALH—**  
A daughter, Pamela Ann, to Mr. and Mrs. Adrian Dybdahl August 18. Mother is the former Patricia Rogers, daughter of Mr. and Mrs. D. C. Rogers, co-owners of Rogers Bros. Shows. Father is Tilt-a-Whirl foreman on the show.

**JARSTAD—**  
A son to Mr. and Mrs. John Jarstad, September 7 in Seattle. Father is sports director for Station KTVW there.

**KAYE—**  
A son to Mr. and Mrs. Barry Kaye, September 5 in St. Clair Memorial Hospital, Pittsburgh. Father is a disk jockey on Station WJAS in that city.

**LITTLE WOLF—**  
A daughter, Debbie Sue, September 8 in Sioux City, Ia., to Mr. and Mrs. Chief Little Wolf, of Merriam's Midway Shows.

**ROSENBERG—**  
A son, Howard Jay, to Mr. and Mrs. Julian Rosenberg September 12 in New Haven, Conn. Mother is the daughter of Al J. Neiburg, veteran songwriter. Father is a non-pro.

## DIVORCES

**SWAN—**  
A daughter, Lauren Johnston, to Mr. and Mrs. Clifford Swan recently in Jewish Hospital, Cincinnati. Maternal grandfather is Bart Parber, widely known Cincinnati musician and currently conductor-arranger for Arthur Godfrey's Wednesday night programs.

**WHELOCK—**  
Mary Astor, actress, from Thomas G. Whelock, non-pro, August 31 in Los Angeles.

**GORCEY—Barnard,**  
67, actor, September 11 in Hollywood of injuries sustained in a traffic accident August 31. The father of actor Leo Gorcey, he had been on the New York stage for many years before entering Hollywood films. On stage he was a member of the cast of the original "Abie's Irish Rose," and is remembered in such films as "The Great Dictator," "The Unknown Guest," "Joan of Paris" and "Here Come the Marines." His son survives.

**GORELICK—Philip,**  
64, owner of the Carmen Theater, Dearborn, Mich., September 9 in Detroit. Survived by his widow, Fannie, and two sons, Oscar and Paul. Burial in Workmen's Circle Cemetery, Detroit.

IN MEMORY OF  
**EDWARD HUNT**  
Who passed away  
September 26, 1954.  
"You are not forgotten.  
The Lord knows best,  
We know you are at rest."  
**EDWARD REED Sr.**

**JONES—Marie G.,**  
72, first chief clerk and hostess of Station WNYC, New York, September 13 in that city. She was named to the post when the station opened in 1924 and held that position until 1924.

**KELLEY—Eris J.,**  
66, veteran merchant marine captain and former ride operator and concessionaire, recently in Veterans' Administration Hospital, Long Beach, Calif. During the several years that he was connected with show business, he operated rides at Silver Spray Pier, Long Beach, and later was a concessionaire with Siebrand Bros. Shows. Burial in Veterans' Administration Cemetery, Long Beach.

**MACK—William B.,**  
retired Broadway actor, September 13 in East Islip, N. Y. He began his career in 1908 in "Texas Steer" and was last seen on Broadway in 1938 in "White Oaks."

**O'DELL—Lyman R.,**  
90, husband of Dolly Varden O'Dell, one time noted stage and circus performer, recently in St. Louis.

**SINNOTT—James F.,**  
65, newspaperman and former Fifth Deputy Police Commissioner of New York City, September 14 in New York. First employed on The Evening Mail in New York, he joined The Morning Telegraph as a theater critic and Broadway columnist. Sinnot backed plays and produced one called "Poker Ranch." After

a stint as a political writer for The Telegraph, he was appointed to his police position and given the job of cleaning up Broadway offerings. Sinnot's career included work for many newspapers, the last of which was The Newark (N. J.) Star-Ledger, from which he retired several months ago. A daughter, a sister and his mother survive.

IN MEMORY OF  
**EARLE (SKATER) REYNOLDS**  
Who passed away  
September 30, 1954.  
**GRACE PARKS**  
& THE REYNOLDS SKATING GIRLS

**STRATTON—Mrs. Sam,**  
wife of the circus and legit press agent, at their home in Hartford, Conn., September 15. Services September 16 in Hartford, with burial at Orange, Mass. She was the former Helen Taber Sturtevant, a native of Rochester, Mass.

IN LOVING MEMORY  
OF MY HUSBAND  
**Charles Siegrist**  
Who passed away  
September 19, 1953.  
"Sodly missed and not forgotten."  
**MRS. HELEN SIEGRIST**

**VENNER—Pierre,**  
62, former amusement park operator and carnival concessionaire, September 9 in Clifton Forge, Va., following a stroke. (Details in General Outdoor section.)

**YOST—David M.,**  
veteran Cleveland costumer and operatic promoter, September 11 in that city. Born in Potosi, O., in 1875, he was identified with the theater for more than 30 years. He traveled with the old Grau and Dehon dramatic stock company, and appeared with "De Wolfe Hopper" and "Wang" and "Mr. Pickwick" and with Mabel Gilman in "The Mocking Bird." He was the organizer of the National Costumers' Association and became president of the organization in 1923. He was also one of the founders of the Cleveland Opera Company and was the owner and manager of the Krause Costume Company, Cleveland.

# FOLK TALENT AND TUNES

• Continued from page 16

Jimmy and Ardis Wells, of "Dakota Round-Up," have returned to their home in St. Paul after a successful Midwestern tour with cowboy star Rex Allen. The Wells' Joyce recording of "Indian Love Call" b.w. "I Don't Know Why, But I Do, Do You?" is catching on in the Northwest. . . . The Royal Rangers, Curley and Jo Ann Waldsmith, have given up entertaining for awhile due to the latter's illness. . . . Speedy West and Jimmy Bryant have been set to record eight original tunes for Capitol Records. Etchings will be released as singles. West and Bryant have a twin guitar album out on the Capitol label.

Hank Locklin returned to "Big D Jamboree," Dallas, September 10, after a visit to his parents at their farm home in Florida. He played a string of dates to and fro. . . . Doug Bragg is back with "Big D," and Joe Bill left the unit last week. . . . Bob (Knucklehead) Jones is still working Maryland, Virginia and Carolina fairs with Tex Daniels and the Lazy H Ranch Boys. Jones recently appeared on the same bill with George (Gabby) Hayes at New River Ranch, Rising Sun, Md., and while working the fair at Warsaw, Va., he, Daniels and the Lazy H Ranch lads guested on Bill Allison's show over WNNT.

The "Hank Snow All-Star Jamboree," headlined by Hank Snow and the Rainbow Ranch Boys, Elvis Presley, the Louvin Brothers and Cowboy Copas, played to packed houses at the Auditorium, Norfolk, Sunday and Monday of last week (11-12). The same unit is set for Asheville, N. C., and Roanoke, Va., with a smaller unit comprised of Presley, the Louvins and Copas, set to follow with New Bern, Wilson, Raleigh and Thomasville, all in North Carolina; Richmond and Danville, Va., and winding up in Kingsport, Tenn. The tour, packaged by Hank Snow Attractions, is being directed by Tom Diskin. Two big shows for Ralston-Purina mill openings in Harris-

burg, Pa., and Springdale, Ark., are being handled by Col. Tom Parker.

Cliff Rodgers, spinner of country entertainment at WHKK, Akron, was a recent visitor at WWVA, Wheeling, W. Va., where he guested with Dusty Owens and Wilma Lee and Stoney Cooper on their respective shows, and at night was introduced on the "WWVA Jamboree" stage by Hardrock Gunter, emcee. While in Wheeling, Cliff also exchanged greetings with other WWVA features, including Doc and Chickie Williams and the Border Riders, Jim and Jessie, and the Virginia Boys. On the night Rodgers was there, Chickie Williams made her final appearance with the "Jamboree." She is retiring to devote her full time to their three daughters.

Cary Williams, newcomer on "Town Hall," Los Angeles, is leaving September 27 to visit various country shows around the country, which will include a stop-off at the "Grand Ole Opry" in Nashville. . . . Marion Hall, steel guitar player with "Town Hall Party," Los Angeles, was married recently to Larry Landers, nonpro. . . . Texas Bill Strength played the "Barnyard Frolic" at Robinson Auditorium, Little Rock, September 10. Show is emceed by Sammy Barnhart (Decca) and airs over KLRA. Last Saturday (17), Bill played the National Guard Armory, Birmingham, and Sunday (18) appeared at the Atlanta Crackers' Ball Park, Atlanta, with Ferlin Huskey, Martha Carson, George and Earl, the Carlises, Kenny Lee and Bill Lowery. Strength says reports have been good on his first Capitol release, "The Yellow Rose of Texas" b.w. "Cry, Cry, Cry," with the latter getting the most play. . . . The word is out that Redd Stewart is departing the Pee Wee King combo to concentrate on writing and personals on his own. There's no friction in Stewart's leaving; he and the boss remain good friends.

# HOCUS-POCUS

By JAY MARSHALL and FRANCES IRELAND

This is the conclusion of a series of eight articles by Jay Marshall, well-known American magician, emcee and comedian, and his wife, Frances Ireland, operator of the L. L. Ireland Magic Company, Chicago, who recently flew to London for the international magic conclave sponsored by the London Magic Circle. They later toured the Continent and returned to the States early in June. In this and preceding articles, Jay and Frances related their experiences with theatricals in England and on the Continent.

AFTER Switzerland we spent a weekend in Paris, sight-seeing and attending the French Congress of Magicians, sponsored by the French Ring of the IBM. Here Jay Marshall was decorated with a handsome gold medal issued by the French government for merit in the social arts of entertainment.

We later attended the Lido night club in Paris, where they present a terrific live show, popping with talent, girls and music, all very high-class. Paris has several such clubs, all operating to good business, virtually all tourists, of course. The clubs have no food, smallest tables in the world, no aisles and immense stage, and they're very dark. We had a few bad moments when an act did fire-eating and worked with bowls of flaming pitch under conditions that showed a complete lack of fire ordinances.

In Italy we went to a legalized government-owned gambling resort at Venice. One reaches there by boat, arriving at a lavish but very cold and formal building. The visitor has to pay about \$4 entrance fee, for which a membership card is issued; good at such places all over Italy. I expected the gambling rooms to be bright, noisy, warm, exciting, like Las Vegas. Instead, they are like the corridors, altho fairly crowded. People did not laugh or talk, and at most tables play was in silence except for the whirl of the roulette wheels. We can assure you socialized gambling is eviscerated gambling if Italy is any example!

While in England David Nixon, top-flight TV actor, took us on a tour of BBC. First we had lunch at the Belfry, a charming old restaurant in a residence which was once the home of the late Sir Arthur Conan Doyle. All radio and television in England is BBC, government owned and operated. Radio goes on all the time, but TV runs six hours a day on a single channel. With no commercials, expenses are paid by a one-pound license (\$2.80) for a car radio, one pound for a home radio and three pounds for a TV and radio. Due to the usual high operating costs, not much is

left for artists' salaries. So they have none of the astronomical wages some of our TV stars get, and the mathematical difference between the technician's salary and the artiste's fee is nowhere near so great.

Even with the short viewing time, show business blames TV for the downward trend in variety and live shows, yet acts are anxious to get on TV. The versatile performer, as here, has the best chance of survival.

BBC, being part of the government, is, of course, entirely honorable and upright, beyond being touched by the fluctuations of commerce that disturbs our own TV world. They don't have to care how many bottles of milk are sold, or if you are the sponsor's nephew. Nothing commercial is ever mentioned, by law. A comedian named a well-known brand of lighter just in a joke and was banned for life.

All this is about to change with the coming of ITA, the new commercial TV set up by Parliament. Many BBC-trained employees are going over to the new organization. With two programs to watch, viewers can be more selective, and it is hoped that TV will become bigger and greater. (Many British columnists point to America with a half dozen channels and query whether competition helps.) However, money will become the factor here, and BBC may have trouble getting talent if ITA becomes well-heeled with sponsors willing to pay big fees. Everyone in the industry is very excited, and predictions as to the future are a dime a dozen.

David Nixon arranged this informative and interesting day for us. He was a magician and emcee, and has had a spectacular career on TV. He is on the "What's My Line?" panel show, both TV and radio; on "Housewife's Choice," with his wife, Paula Marshall; has a domestic comedy show, "Home and Dry," and is on "Hello, Playmates." One day we hope to see Mr. BBC-TV David Nixon make an American appearance, because he has everything it takes, and has it with an English accent!

# BURLESQUE BITS

By UNO

Milton Schuster, Chicago booker, has released his annual route sheet booklet for the 1955-'56 season showing the photos of Lotus Du Bois on the front cover and Vickie Welles on the inside page. Schuster, in print, says this is his 57th year in show business and his 35th as a route book publisher. . . . Booker Bob Goodman has two new exotics from the West Coast, Valkyra and Desiree Cyn, now at the Follies, Chicago. Both are excellent prospects for circuit tours.

Paprika, his own protegee, formerly a Minsky showgirl, is now a feature attraction. Chicago niteries have Ninon, a Parisian importation, at Club 19 and Crystal Wade at the Moulin Rouge, both placements thru Goodman, who also has Jo Belle, the Perpetual Motion Girl, at the Filles in Cicero, Ill.; Coquette, a newcomer, and Bobbi Bruce, back from her Arizona farm, playing different spokes of the wheels. . . . Tina Christine is now in her eighth week and will stay four more at Big Bill's niteriy in Philadelphia where co-owner Phil Guber and Ben Cossrow announce that she is the first exotic ever to have such a long run. . . . Exotic dancer Dawn Jabot, a newcomer in Philadelphia niteries, has started a slander suit against one of the local disk jockeys. . . . Johnny Singer, 64, well known to burly and vaude performers as a booker of topnotchers, died on September 5 in the Horace Harding hospital in Queens County of a heart ailment and was buried September 9 from Walsh's Funeral Parlor in

Richmond Hill, N. Y. Born in Hungary, he came to this country and started as an actor in vaudeville in an act known as Johnny Singer and His Dancing Dolls. At his home in Forest Hills, N. Y., he is survived by his widow, known in the profession as Elaine Sadler, a former producer of line girls. Conducting the funeral services were fellow members of Munn Lodge of Mason, No. 190.

Julie Bigson, who left the Wedge niteriy in Philadelphia recently to make her legit debut in the role of Tondelayo in "White Cargo" at the Kenley Players in Bristol, Pa., where she broke an old-time, box-office record, is to appear, according to John Kenley, producer at the theater, in a nation-wide tour of "Cargo" with her manager Buddy Ottenberg at the helm. . . . Benita Francis filled in September 1 in the featured spot at the Fox, Indianapolis, due to Maxine Martin's inability to make flight connections from Toronto. Miss Martin reached the theater September 2, with Miss Francis rounding out the week in the cast consisting of Art Watts, Jack Hayes, Earl Root, Charlyne Baker, Norma, Marilyn and Vinney Faye and Jean. . . . Georgia Peach completed a week's engagement at the Siena Club in Troy, N. Y., and another week in Pittsburgh, September 11 to 17. She will return to Troy during the week of September 18 to 25 to appear at the Troy Tavern. She will follow Gypsy Nina into that spot, as Gypsy rounds out a three-week stay.

## Icer Gives Topeka Fair Strong Finish

**Grandstand, Track Seat Sellouts Are Seen for Closing Three Nights**

TOPEKA, Kan., Sept. 17.—The 75th Diamond Jubilee Kansas Free Fair here is running counter to its usual form, with a powerful finish indicated, as contrasted with the usual weak wind-up.

Reason for the virtually insured strong finish is the presentation for the first time of an ice show the closing nights of the fair. "Holiday

on Ice" opened Friday night (16) to the biggest night turnout in the fair's history.

### Early Sellout

The grandstand was a sellout long before the performance and about 4,000 additional seats were placed on the race track. Only once before, a fair executive pointed out, have seats been placed on the track for a night show and then far fewer track seats were used.

As of Friday morning the Saturday night (17) performance of the icer was sold out and a sellout loomed for closing night.

For many years the fair had confined its night bill chiefly to a traditional grandstand revue. This year the fair, running one more day than in recent years, gave six nights to the No. 1 Barnes-Carruthers revue and three nights to the icer.

### Wait for Icer

The revue was well received, but the gross night for night averaged below the same nights last year. A factor in this fall-off, fair officials pointed out, was that many early purchasers of general admission seats for the night programs elected to go the opening night of the ice show.

Some 19,000 of these tickets were sold in August. Good for Monday, Wednesday or Friday night, only a scant few thousand elected to use them on the nights the revue was in, the vast majority holding them for the Friday night ice show.

Matinee attractions included three rodeo performances, staged by Les Wingate, which pulled about average for rodeo crowds here. Big car races presented by Al Sweeney Sunday (11) were held to an overflow turnout. Aut Swenson's Thrillcade, in Wednesday

(Continued on page 60)

## NETWORK PLUCK

### NBC-TV Show To Feature Dallas Fair

DALLAS, Sept. 17.—The State Fair of Texas will be featured in a segment of "Wide, Wide World," new NBC-TV television spectacular series.

The Dallas exposition will be included in the inaugural telecast of the series, Sunday afternoon, October 16. This is the fair's big middle Sunday, traditionally one of its largest in attendance. On the corresponding day last year, attendance totaled over 281,000.

The State fair sequence will occupy possibly 20 minutes of the 90-minute show. The "Wide, Wide World" program which will include the fair sequence will be titled

(Continued on page 60)

## King-Cole Pulls Better Houses; Norfolk Strong

EMPORIA, Va., Sept. 17.—King Bros. and Cole Bros. Circus was winning some better business this week.

Durham, N. C., on Wednesday (7) had a small house for a late afternoon show, but the night house was three-quarters filled. Calliope played a lot concert.

In Norfolk on Saturday (10) with Police auspices, the King-Cole show pulled a full afternoon house and three-quarters night score. The next stand was Hampton, Va., Monday (12), where the afternoon was light but the night was near-full.

Emoria, with Shrine club auspices, on Wednesday (14) gave half of capacity in the afternoon and a near-full house at night. The full street parade was given.

The show was subject to a seizure order for three days recently, but the matter was adjusted.

## Western Fairs Assn. Sets Oct. 20-22 Meet

MERCED, Calif., Sept. 17.—The 33d annual Western Fairs Association meeting will be held in Fresno for three days starting October 20, W. C. Woxberg, WFA president and secretary-manager of the Merced County Fair here, announced.

On the afternoon of the opening day, there will be meetings of managers of fairs with pari-mutuel betting, exhibits committee, WFA directors, and representatives selected by the Division of Fairs & Expositions to represent their area at the

annual meeting of the Master Premium List Committee. Sessions will be at the Motel Hacienda on Highway 99, north of the city.

Separate meetings for each of the seven areas are scheduled for the afternoon of the opening day. A chuck wagon dinner will be served that evening for the service members, which includes carnival owners, suppliers and booking agents. The service members will be introduced at this time.

The annual meeting of the asso-

(Continued on page 60)

## BRING ON THAT NEW PLANT

### Ky. State Fair Hits Gate Record In Last Stand on Old Grounds

By HERB DOTTEN

LOUISVILLE, Sept. 17.—In a blaze of glory befitting the last stand on grounds it has used ever since 1908, the Kentucky State Fair tonight closed its eight-day run after establishing a new all-time attendance. To cap it off, it wound up with a closing night turnout of huge proportions.

While final tabulations had still to be made, officials estimated that the tally would show a total gate count of about 355,000, roughly 3 per cent higher than the previous high of 346,237 set in 1954.

### Comes as Surprise

The record-shattering attendance came as a surprise to fair officials. They had thought that the much-publicized relocation of the fair next year in a new 400-acre, \$14,500,000 plant would serve to detract from this year's run.

To offset this possibility, they had worked hard. In the advance build-up, they dwelt on the nostalgia of past fairs at the old fair-

grounds; then pulled out all the stops in plugging this theme. As a result, many thronged out for a last fling on the old grounds who otherwise would not have turned out.

### Given Weather

For the close-out run the fair was given ideal weather. Except for the first weekend and the closing day the fair essentially is a night fair. The nights thruout were pleasantly warm and this boomed midway business.

This was one of the reasons why the Amusement Company of America registered a ride and show gross 28 per cent greater than the previous record set by that show last year. The major reason for ACA's record-shattering business was its potent line-up of rides and shows, by far the strongest ever presented here.

### Hew to Pattern

From the standpoint of attractions, the fair held close to its pattern of recent years. The grand-

stand again was open to all comers without admission charge. In for the full run was a bill of acts booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, and handled by Randy Avery.

The Coliseum was given over every night, starting Monday (12), to the traditional Horse Show. Julius LaRosa, supported by the entire WLW "Midwestern Hayride" and Joy Cayler's All-Girl Orchestra, was in the Coliseum for two performances Sunday (11) and grossed about \$10,000, with seats going at \$1.25 and \$2.

A basketball game between the all-star graduates of Kentucky and Indiana colleges was the opening night Coliseum attraction, and drew a crowd of about a third smaller than last year.

### Cassidy's Contests

Again the fair, widely known for its broad-scaled special events program, was outstanding for the many varied special events offered under the able direction of L. (Doc) Cassidy, whose reputation in this field has grown thruout the country.

More than 20 such events were staged, most of them developments of past programs introduced by Cassidy. Among the most notable of them were the National Square

(Continued on page 60)

## Dallas Adds Clooney To Powerful Line-Up

DALLAS, Sept. 17.—Rosemary Clooney has been signed to sing at the free Cotton Bowl show the night of East Texas Day, October 18, during the 1955 State Fair of Texas.

This pretty well completes the line-up of special events and attractions for the 1955 Fair, October 7-23.

Another free show in the stadium will be Monday night, October 10, Mexico Day at the fair. The "Fiesta Mexicana" of Mexican movie and TV performers accompanied by the National Tipica Orchestra

from Mexico City has been booked for this show.

Both the East Texas Day show and the Mexico Day show will be capped by fireworks provided by Thearle-Duffield Fireworks, Inc., of Chicago. Three other free fireworks displays will serve to climax bowl programs on Music Festival Day, October 11; Dallas Day, October 12, and Elementary School Day, October 14.

The Dallas fair has announced recipients of two major awards, to be made during the fair.

### Texas Award

The fourth annual "Texan of Distinction" award, given to a native Texan who has distinguished himself on a national scale, will go to Bill Cunningham, of The Boston Herald, regarded as the dean of American sports columnists and a well-known newspaperman and radio commentator. Cunningham was born in Lamar County, Texas, and got his first reporting job on The Dallas Morning News. He was an All-American football player at Dartmouth College. The award will be presented and Cunningham will deliver the principal address at the annual State Fair banquet October 11.

Previous recipients of the "Texan" (Continued on page 54)

## Palmer Starts Big Bandwagon Toward Florida

DAVENPORT, Ia., Sept. 17.—The huge Two Hemispheres Bandwagon was loaded aboard a Rock Island Railroad flatcar here this week and started toward Sarasota, where it will be part of the Circus Hall of Fame being built by John L. Sullivan.

The wagon is the gift of Dr. B. J. Palmer. He has owned the wagon since it was acquired from the Iowa State Fair, and it has been in a special building he built for it nine years ago in Davenport. The wagon was built for Barnum & Bailey upon its return from Europe and first used in 1903.

A tractor pulled the wagon to the freight station. There the wheels were removed so it would be low enough to clear bridges. It also was wrapped carefully for the journey to prevent possible damage to the wood carvings.

## Tampa Fair Inks Sweeney Auto Races

TAMPA, Sept. 17.—Al Sweeney's National Speedways, Inc., will again provide the auto races at the '56 Florida State Fair, J. C. Huskisson, manager, announced. Huskisson and Sweeney recently closed the contract.

Race program will be four afternoon programs of big cars sprints on February 1, 4, 8 and 11. Dates of the fair are January 31-February 11.

## Stroke Takes Pierre Venner

MIAMI, Sept. 17.—Funeral services for Pierre Venner, 62, former amusement park operator and in recent years a bingo caller on carnivals, who died September 9 in the C & O Hospital, Clifton Forge, Va., following an August 26 stroke, were held Wednesday (14) in Van Orsdel Mortuary here. At the time of his hospitalization he had been working for Norman Anderson on the Gold Medal Shows.

Born May 14, 1893, in Paris, Venner started in outdoor show business in 1920 as an amusement park concessionaire and in later years operated such well known spots as Luna Park, Houston; Whalom Park, Fitchburg, Mass.; Atlantic Beach Park, Atlantic Highlands, N. J.; Fernbrook Park, Wilkes-Barre, Pa., and Moxahala Park, Zanesville, O. At one time he managed Ray Marsh Brydon's park at Bass Lake, Ind. During World War II he left the amusement business to become a post exchange supervisor at Boca Raton, Fla., and from 1946 until last year operated his own bingo on carnivals.

Surviving are his widow, Frieda, Miami; a son, Robert, Tampa; a daughter, Mrs. Sue Moore, Miami, and his mother, Mrs. Augustine Welter, and a brother, Andre Welter, both of Johnstown, N. Y.

## FIRST TIME OUTDOORS

### Pyro, Hell Drivers Help Introduce 1956 Dodge

NEW YORK, Sept. 17.—The Dodge Division of the Chrysler Corporation turned to outdoor show business to introduce its 1956 models to dealers, members of the press and other invited guests this month.

Utilizing fairgrounds, an amusement park and race tracks, Dodge presented its new models with their push button transmissions and hi-fi phono sets in a blaze of pyrotechnics and under midway-type lighting after a zooming introduction by hell drivers.

Frank Wylie, director of special events for Dodge, drew heavily on outdoor events and talent. The Jack Kochman Hell Drivers were

used at shows in the East, plus Atlanta. The Irish Horan Hell Drivers worked the Southern showings, plus Washington, Pa. Bill Reed's Jimmie Lynch Hell Drivers worked the western dates. The pyro was furnished and fired by Thearle-Duffield. A Cinema-Scope screen was also used.

### Attendance Doubled

Planned and staged by Wylie, Dodge director of special events who has a lengthy background in outdoor show business ranging from circuses thru fairs, the switch from the usual indoor to outdoor showings has resulted so far in attendance double that of last year even tho the audience is basically the same.

Edward P. Letscher, Dodge sales manager, noted the outdoor setting made for more spectacular presentation. The possibility of movement made for a much greater visual quality.

Opening at the fairgrounds in Weymouth, Mass., on September 7, the show will end its tour at San Bernardino, Calif., on the Orange Show grounds, September 21. It has already showed the fairgrounds at Trenton, N. J., and race tracks at Washington, Pa., and Northville, Mich. Other showings will be staged at the fairgrounds in Milwaukee, St. Paul, Cincinnati, Springfield, Ill., Atlanta, Tampa, Raleigh, Topeka, Dallas. Tracks will be used at San Francisco, and Portland, Ore. Lakeland Amusement Park is the Denver site.

# SHOW PRINTING

NEW PICTORIAL DESIGNS For All Occasions

New Size 9x22 Card Pictorial **5.50** In Lots of 300 per F.O.B. Phila. 100

500—\$25.00 1000—\$45.00

OTHER SIZES—LOW PRICES

Eye-Shik-On 3x9 **BUMPERETTES** Brilliant-Tint **250—\$12.50** 500—\$20.00 1000—\$35.00

Fluorescent Bumperettes—All Sizes. Special Designs at Low Prices. SEND FOR CATALOGUE

**Metropolitan PRINTING COMPANY**  
1609 N. 5th ST. PHILA. 22, PENNA.  
union printers **POPULAR 5-0526**

# SHOW TENTS

**CENTRAL Canvas Company**

516-518 EAST 18th St. Kansas City 6, Missouri  
Phone: Harrison 3026  
**HARRY SOMMERVILLE**

# YORK IS AHEAD, ARENA UNVEILED

## \$350,000 Building Big Attraction; Night Grandstand Click Continues

YORK, Pa., Sept. 17.—Crowds ran consistently ahead of last year at the York Interstate Fair this week. Excellent weather covered the five-day event and helped account for increased spending on the midway and bigger grandstand crowds.

Once again President Samuel S. Lewis had a new feature of major proportions—a pillarless 381-foot coliseum and exhibition hall—to show off to the crowds. Put in operational order just in time for the opening of the fair, the new building won considerable favorable comment both for its beauty of design and functional aspects.

The clear space in the auditorium, 250 by 120 feet, was jammed with commercial exhibits that netted the fair some \$10,000, a sizeable return on the total cost of \$350,000.

**New Midways**  
In addition the building of the structure in a former low traffic

area made possible the creation of new paved midway areas and, consequently, the sale of additional concession space. About 2,000 feet of new midways was paved in the 10-day period preceding the fair.

The new building is equipped with all utilities. It can be used for ice skating and hockey, conventions, banquets, basketball and boxing. As an auditorium it will accommodate about 5,000 persons. For sports about 3,000 can be seated.

After the first day of operation the fair had some \$416,000 in the till and considerable more money was assured. The carnival-concession operation alone accounted for some \$130,000. Space along the extensive fun zone again was at a premium. A big opening day with thousands of youngsters showing up as the result of the distribution of more than 50,000 free tickets, probably got most of the concessionaires off the nut, Lewis said.

### Grandstand Pulls

The night grandstand show continued to attract big crowds to the 11,000-seat stand. Sell-outs were assured for last night and tonight for the Frank Wirth presentation on the mammoth, weather-proof stage. Vocalist Bill Hayes was featured on Tuesday, Phil Spitalny and His All Girl Orchestra on Wednesday, the Four Aces on Thursday and the McGuire Sisters on Friday. Ward Beam's automobile thrill show was a Saturday feature. Wirth backed the name attractions with a 24-girl line and numerous novelty acts, including Will Mahoney. Talent for the run ran to more than \$60,000. Harness racing was featured on four afternoons.

The tremendous drawing power of the event is highlighted by the fact that the grandstand was packed on several occasions altho the town itself harbors only about 60,000. A big percentage of grandstand ducats are bought well in advance of the event. The public is aware that the show will go on and that the audience will be comfortable in any weather short of a hurricane.

Special, three-dimensional scenery was constructed. The stage, measuring 112 by 65 feet with a 73-foot opening, continues to amaze talent seeing it for the first time. Backstage is remarkably uncluttered, with all electrical leads coming out of wells in the floor so that cords and lines are limited to five or six feet.

The James E. Strates Shows had an excellent week.

Fay and Bill Snyder, of Snyder's Trained Boxers, finished their fair season September 11 in St. Charles, Mo., and are currently playing the Grand Theater, St. Louis.

# WINTER FAIRS

## FLORIDA

- Arcadia—DeSota County Fair. Jan. 9-14. A. G. Erickson.
- Barlow—Polk County Youth Show. Dec. 1-3. W. P. Hayman.
- Brooksville—Hernando County Fair. Nov. 9-12. Harry Brinkley.
- Clewiston—Sugarland Exposition. Jan. 24-28. Doug. Percy.
- Crestview—American Legion Harvest Fair. Oct. 3-8. J. D. Wingard.
- Dade City—Pasco Co. Fair Assn. March 7-10. H. A. Gruczmaicher, Box 248.
- DePuniak Springs—Walton County Fair. Nov. 10-12. H. O. Harrison.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladiol Festival & Fair. Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show. March 12-17. Karl Lehmann.
- Fannin Springs—Suwannee River Fair & Livestock Assn. Jan. 18-20. L. C. Cobb.
- Fannin Springs—Suwannee River Youth Fair. Oct. 18-19. L. C. Cobb.
- Fort Myers—Southwest Florida Fair. Jan. 20-Feb. 4. J. Clyde King.
- Fort Pierce—Indian River Area Youth Show. Jan. 20. M. B. Jordan.
- Inverness—Citrus County Fair. Nov. 7-11. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agri. Fair. Nov. 9-19. Ted Chapeau.
- Largo—Pinellas County Fair. Feb. 28-March 3. J. H. Logan.
- Marianna—Jackson County Fair. Oct. 17-22. Reuben Moha.
- Miami—S.E. Florida & Dade County Youth Show. Jan. 25-29. P. K. Price.
- Oriando—Central Florida Fair. Feb. 20-25. C. T. Bickford.
- Palatka—Putnam Co. Fair & Youth Show. Nov. 7-12. Hubert Malby.
- Palmto—Manatee County Fair. Jan. 23-28. W. H. Kendrick.
- Panama City—Bay County Fair. Oct. 17-22. D. C. Suggs.
- Pensacola—Pensacola Interstate Fair. Oct. 17-23. J. E. Prenkel.
- Plant City—Hillsborough Co. Jr. Agri. Fair. Dec. 1-3. D. A. Storms.
- Punta Gorda—Charlotte County Fair. Jan. 16-21. Harry Jack.
- Quincy—Gadsden Co. Tob. Festival & Fair. Oct. 13-15. Fred Brinkman.
- Sarasota—Sarasota Co. Fair. Jan. 23-28. Geo. W. Potter.
- Tallahassee—North Florida Fair. Oct. 25-29. Lloyd Rhoden.
- Tampa—Florida State Fair. Jan. 31-Feb. 11. J. C. Huskisson.
- Webster—Sumter Breeder Show & Co. Fair. Oct. 31-Nov. 5. T. Noble Brown.
- West Palm Beach—Palm Beach Co. Expo. Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair. March 20-25. O. C. Belott, Mgr., Box 741.
- Winter Haven—Florida Citrus Expo. Feb. 12-18. Phillip Lucey.

# 120,000 Sets Gate Record For Topsfield

TOPSFIELD, Mass., Sept. 17.—Topsfield Fair ended its seven-day run Saturday (10) with a record total attendance of more than 121,000. The venerable annual has been in existence since 1818. It was also the first time in 43 years that rain failed to mar the proceedings. Last year, with the final day canceled out on account of the hurricane, the event drew 67,000.

Grosses were up also at the six-day dog racing meet at which \$820,000 was bet as against last year's \$532,000. This met with the approval of general manager Paul Corson, who had predicted the handle would go as high as \$800,000. While the crowd was much higher than other years, vice-president Warren Rockwell said there was a tendency for money to be a little tighter. Gene Dean, of Salisbury, and Jack Flynn, in charge of the midway, said the midway had done an excellent business but also noted a slightly tighter grip on purses by the customers.

Dean reported that 80 per cent of the midway operators had offered deposits for next year. The brake on cash, however, did not affect the fair's big attraction, which had Gabby Hayes heading the "Frontier Days" show on closing day for four shows, one at 10 a.m., 2:15, 4:15 and 8:30. The 4:15 show was three quarters filled but the other three did capacity business.

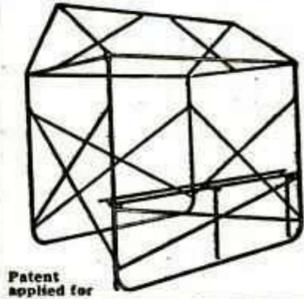
Directors of the fair had not been too optimistic about the attendance since other fairs in the neighborhood had suffered from weather, floods and the polio epidemic. It was believed that the extension of school dates because of polio had boosted the crowds.

# Gil Gray Gives 3 Shows Daily In Texas Town

McALLEN, Tex., Sept. 17.—Gil Gray Circus gave three performances daily here September 10-11 in order to accommodate the crowds. Sponsored by the Lions Club, Gray had his largest local advance sale. The date followed a strong stand at Brownsville, Tex., where the circus played two days.

Performers include the Jacksons, comedy bars; Joe Horwath, mixed cats; the Gibsons, high act; John Herriott, baby elephants; Hazel King, Liberty horses; Gianoa Brothers; Tat's Dogs; Rafel Marquis, head balancing; Joannides, slack wire; Dolly Jacobs, elephants; Eric Trostely, high wire; Jim Wong Troupe, Oriental; Reynolds Seals; Flying Malkos, and Gray's pony drill and trained camel and llama act.

There are 3 spec, 10 clowns and 8 ballet girls. Chappy Chapman is drummer and Cleo Plunkett is announcer.



## "CHAMPION" DEMOUNTABLE TUBULAR STEEL TENT FRAMES

Sizes and Styles for Every Outdoor Purpose—Shows, Carnivals, Fairs, Concessions, Refreshment Booths, Etc.

No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.

**TURNER EQUIPMENT COMPANY**  
432 St. Aubin Ave. Detroit 7, Mich.



## POWERS TENTS

Tents well reinforced. 12.63 oz. army duck. Vivatex treated. Sewed with heavy sail thread.

Largest manufacturer of show tents in the East. Write for prices

**Powers & Co.** 5929 Woodland Ave. Philadelphia, Pa.

# AMERICA'S FINEST SHOW TENTS O. Henry Tent & Awning Co.

CONCESSION TOPS • SHOW TENTS • RIDE CANVAS

**BERNIE MENDELSON**

4862 N. CLARK ST. Phone: ARmore 1-1300 CHICAGO 40, ILL.

## CONCESSION TRAILERS OF ALL TYPES

State Your Needs

**CALUMET COACH CO.**

11575 S. Wabash Chicago 28, Ill. Phone: Waterfall 8-2212

Catalogs available on request



# TINKERTOWN'S GAY 90'S TROLLEY RIDE

Available again! Our last Billboard ad Feb. 19, 1955, resulted in a complete sellout. We have been booked up solid until now and we will soon be able to book more orders.

This is the famous Gay 90's Tram that really draws the children... large capacity... seats 10. This ride can earn as much as rides costing 5 times the amount!

But be sure to act now! For complete information fill in the attached coupon and mail it today!

### CHECK THESE FEATURES

- ✓ TWO 4-WHEEL TRUCKS
- ✓ 8 WHEEL BALL-BEARING CONSTRUCTION
- ✓ FULLY AUTOMATIC "END-O-THE-LINE" TIMER INCLUDED
- ✓ EXPERT WORKMANSHIP—STURDI-BUILT
- ✓ SWEEP ELIMINATED—ANY LAYOUT POSSIBLE
- ✓ 120 FEET OF TRACK—30 FEET DIAMETER—MAKES OVAL 30'x48'

NEVER BEFORE FEATURES LIKE THESE.

RUSH TODAY COMPLETE INFORMATION

**TINKERTOWN COMPANY** 6039 W. 76th Street Los Angeles 45, Calif.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

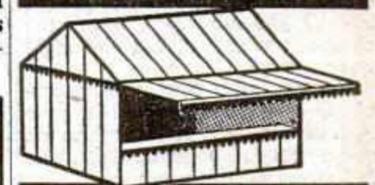
# TENTS ALL SIZES ALL TYPES

Well Made for Over 75 Years  
Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

**IMMEDIATE DELIVERY**  
"SID" T. JESSOP—GEO. W. JOHNSON

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

# ANCHOR TENTS



Supplying Superior Show Canvas for 60 years. Any size or style made to order. Dyed and flame-foil fabrics. Best delivery—Write today—Better prices.

**ANCHOR SUPPLY CO.**  
EVANSVILLE, INDIANA

# CAROUSELS—ORGANS KIDDIE RIDES—TRAINS

Complete line. Write for catalog and terms.

**H. E. Ewart Company**  
707 East Greenleaf Street Compton, California

# ILLINOIS FIREWORKS

WORLD'S LARGEST MANUFACTURERS AND EXHIBITORS  
Known everywhere. Catalogue mailed upon request. Write or call Box 792, Danville, Ill. Ph. 1716

# NEW! KIDDIE RIDES

- ★ Rodco Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

**KING AMUSEMENT CO.**  
Mt. Clemens, Mich.

★ MERRY-GO-ROUND 3 abreast-children & adults

- ## FINEST KIDDIE RIDES
- ★ ROLLER COASTER
  - ★ WATER BOAT RIDE
  - ★ WHIRL-A-ROUND
  - ★ FERRIS WHEEL
  - ★ LOCOMOTIVE TRAIN
  - ★ ROCKET FIGHTER
  - ★ CHAIR-O-PLANE
  - ★ ELEPHANT RIDE
  - ★ TANK RIDE
- All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

**STANDARD KIDDIE RIDES MANUFACTURING CO.**  
201 E. Broadway, Long Beach, L.I.; N. Y.  
Phones: Long Beach 6-7361 and 6-5594



### WANTED

KITCHEN GADGETEERS, MERCHANDISERS, ETC., SUITABLE FOR THE

## Madison Food and Home Show

MADISON, WISCONSIN  
OCT. 4-9, INCL.  
Booth Space, \$1.25 Per Sq. Ft.  
Phone—Wire—Write

**Lakeland Assoc., Inc.**  
2634 Milwaukee St.  
Madison 4, Wisc. CHerry 4-2496

**JOHN BUNDY**  
President & General Manager  
YOUNG-BUNDY MOTORS, INC.  
CHRYSLER-PLYMOUTH AGENCY  
806 St. Louis Ave., East St. Louis, Ill.  
Phone: Bridge 5313

**ED MURPHY**  
Showmen's Representative  
Several Makes and Models of  
NEW AND USED  
TRUCKS AND TRAILERS  
"Special Finance Plan for Showmen"  
See Us for a Good Deal on a  
NEW OR USED CAR

### HIT THE DECK

Ideal for Drive-Ins, Parks and other Permanent Locations.

Get your share of BIG profits with this modern money-making Boat Ride. Loaded with appeal for the kiddies—both large and small.

**SMITH AND SMITH**  
INC.  
SPRINGVILLE, NEW YORK

Manufacturers of Adult and Kiddie Chairplanes, Kiddie Space Plane and Atomic Jet Fighter Rides, Ferris Wheels and Trailer Mounted Auto Rides.

Send for details today.

ADVERTISING IN THE BILLBOARD SINCE 1904

## ROLL or FOLDED TICKETS

DAY & NIGHT SERVICE  
SPECIALLY PRINTED

CASH WITH ORDER PRICES ---  
Above prices for any wording.  
change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.

WELDON, WILLIAMS & LICK  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

GIVE TO DAMON RUNYON CANCER FUND

## AUDITORIUMS—ARENAS

# Barr Changes Routine Rental Into Major TV-Football Event

By TOM PARKINSON

What started out to be a routine rental of an auditorium for a distributor to introduce a new television set has been turned into a special event that promises to pack the facilities at the Grand Rapids (Mich.) Civic Auditorium.

The RCA Distributing Corporation, with Grand Rapids offices, wanted to introduce its new 21-inch color television set and rented the auditorium for a demonstration. The building manager Fred Barr gave the affair the twist of showmanship.

Elaborated plans now call for the installation of 20 of the color TV sets in the building's exhibit hall of 44,000 square feet. These will be wired to the master TV antenna installed on the building roof some time ago to serve home show and appliance displays. Nineteen of the sets will be in the bays of the hall, the 20th will be on a stage where more can see it.

Clincher for the demonstration is that the program to be aired is the October 15 football game between Notre Dame and Michigan State. Grand Rapids is a hotbed of fans for each team; several youths from the area on the Michigan State squad and a former high school star is with Notre Dame.

Cheerleaders are being recruited from high schools and bleachers will be installed in front of the various TV screens. While RCA shows its new product, Grand Rapids fans will be cheering their favorites. The building's concession department will be in operation, too. RCA will have a display of its other products in the hall.

Enthusiasm that followed the routine announcement of the plan surprised those in charge. Newspapers, television stations and others have plugged it. There is wide interest thruout the city, and Barr said he feels sure the hall will be filled. The capacity is figured at 2,000 for this set-up, and some observers think that more people than that will turn out.

Barr believes his idea could be adapted to use in many other buildings and by other distributors of similar products. He thinks it has good potential. But what worries him is that his football allegiance is confused. His son, Terry Barr, is left half-back with the area's third major school, the University of Michigan.

## ARENAS

# Blades of 'Ice Capades' Just as Sharp as Ever

Continued from page 10

succeeds in getting "Peter Pan" off the ground. Barrie's fairy tale is a little too intricate for satisfactory arena treatment.

Also, I was disappointed in the current finale, a somewhat frenzied treatment of Ravel's "Bolero." It may be that I am just allergic to the "Bolero" in almost any medium, and prefer a wedding cake wind-up in which principals and ensemble glitter like something out of a court ball. At all events, it seemed a bit overpowering. But there is so much top-drawer entertainment in "Ice Capades" that this carping can just be marked-off to personal prejudice.

Donna Atwood again is virtuoso at anything she does on ice, either solo or paired with co-star Bobby Specht. For this corner their superb team-up for a beautiful production number, "Fantasy in Pink," was the best on the evening's menu. Anyone hopes that Miss Atwood's opening night announcement of her retirement after this season is not to be taken too seriously. It would be a real shame to break up this brilliant combination.

### Standouts

Likewise again contributing standout blade-skills are Phil Romyne and Terry Brent, both in a production ballet and in a solo-

spotlighted adagio. The wonderful Old Smoothies are again on hand, along with youngsters Bobby Maxon and Rosemary Henderson. For the laugh department, Hugh Forgie and Stig Larson have fine fun at a badminton match, and there is further able clowning from Larry Jackson, Bernie Lyman, Eric Waite, William Dougherty, Lyall Stevenson and the Maxwells. Dougherty and Stevenson steal the show with a delightful bit of nonsense as the working halves of a French poodle.

So Harris has brought in another generally fine blade spectacle. His 1956 edition lives up to tradition.

## Ind., Ill., Fair For Kelly-Miller

PARIS, Ill., Sept. 17.—Indiana and Illinois were giving the Al G. Kelly & Miller Bros. Circus fair business in recent days. At Paris on Wednesday (14) the show had a half house in the afternoon and a three-quarter house on a windy night.

Elwood, Ind., Saturday (10), had a near-full afternoon and half house in the rain at night. The Sunday (11) afternoon-only stand, Covington, Ind., brought out a full house.

# Bluffton, Ind., Wins Right To Use Streets

BLUFFTON, Ind., Sept. 17.—The State of Indiana lost another—and probably the final—round of an effort to halt the Bluffton Street Fair, which is to run from September 20-28.

The State suffered its fourth rebuff Saturday (10) when Judge Homer J. Byrd, of the Wells Circuit Court here in Bluffton, denied a temporary injunction which would have restrained the fair association from holding the fair. Judge Byrd ruled that the State failed to prove that it will "suffer great and irreparable harm if the fair is held as planned."

The action to doom the fair, which has been conducted since 1898, was initiated last year by Gov. George N. Craig. Contending that the Bluffton streets used by the fair were parts of the State highway system, Craig threatened the use of the State police force for the forceful removal of the booths.

That threat led to the first of the four maneuvers in the courts when Bluffton citizens obtained an injunction which tied the hands of the Governor.

The Bluffton Fair issue reached the State Supreme Court and even the Indiana State Legislature, and the position of the Governor was repudiated in both places.

Hearing the case informally, the high tribunal turned down a State petition for a writ of prohibition and the General Assembly gave overwhelming approval to a bill legalizing the fair—a bill destined to be struck down with the veto of the Governor after the adjournment of the Legislature.

LAFAYETTE, Ind., Sept. 17.

—Future Farmers of America, under the supervision of J. Jancowski, will produce the October 5-7 Tippecanoe County Harvest Festival and Fair at Tippecanoe County Fairgrounds here. Midway will be supplied by the Drago Shows.



The biggest profits come from the best rides



- MERRY-GO-ROUNDS • BOAT RIDE • AUTO ROLLER COASTER • JOLLY CATERPILLAR • TANK SKY FIGHTER • BUGGY • GASOLINE SPORT CARS • RECORD PLAYERS • RECORDS • TAPES TIMERS • SIDE WALLS AND COVERS CANVAS TOPS

**ALLAN HERSHELL CO., INC.** • EST. 1880  
NORTH TONAWANDA, N. Y.  
"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

### "NATIONAL" RIDES ARE CONSISTENT MONEY MAKERS

Rides built by National over 40 years ago are still in operation and considered too good to replace.

National is Famous for . . .

- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

Write for Descriptive Circulars

**NATIONAL AMUSEMENT DEVICE CO.**  
BOX 488, VAF Phone MEIrose 2646 DAYTON 7, OHIO

### THE TLT-A-WHIRL Ride

"Best Buy in Rides Today"

- ★ Very Popular and Profitable
- ★ Good Looking
- ★ Well Built and what a Repeater!!
- ★ Good Quality
- ★ Economical

**SELLNER MFG. CO.**  
Faribault, Minnesota

## MINIATURE TRAINS for EVERY LOCATION

any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER

AVAILABLE...  
FREE Descriptive Catalog and Complete Details - write to: Dept. B

**MINIATURE TRAIN CO. RENSSELAER, INDIANA**

**"More and more outdoor operators are switching to—  
popsit plus!  
with butterlike flavor!"**

**says Larry Goldmeier... president,  
Poppers Supply Company, Philadelphia,  
Pa... one of the largest firms in the field,  
covering the entire Eastern Seaboard.**



Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

Outdoor concessionaires like POPSIT PLUS, too, because it's an all-purpose oil, wonderful for frying hamburgers, french fries, seafood and chicken. No wonder sales of POPSIT PLUS keep climbing!

Try POPSIT PLUS yourself for just one week. You'll make it your regular and only popping and frying oil.



**popsit plus!**

**IT'S DIGESTIBLE!  
Made Only  
of  
Pure  
Peanut Oil**

**LIQUID POPCORN SEASONING**

made by  
**C. F. Simonin's Sons, Inc.,** Phila. 34, Pa.

**Equipment and Supplies  
POPCORN • FLOSS • CANDY APPLES  
SNOWBALLS • DRINKS**

Plus... A Complete Line of Money Makers!  
Get everything from one source!

**POPPERS SUPPLY CO.  
INC. OF PHILADELPHIA**

1211 North 2nd St., Phila. 22, Pa. • GARFi-Id 6-1616  
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS



STAR  
CRETOR  
ECHOLS  
DUNBAR  
GOLD MEDAL  
PRODUCTS  
and many others

**ONE STOP SERVICE  
POPCORN EQUIPMENT AND SUPPLIES**

A kettle for every requirement, 8, 12 and 35 qt., all aluminum, guaranteed... Popcorn Stands... Hot Dog Steamers and Bun Warmers... Star and Cretors Equipment... Cups... Corn... Boxes... Bags... Oils... Coloring... Snow Cone Equipment and Supplies... Dad's Rootbeer Dispensers and Syrups... Beverage Dispensers... Butter Dispensers... Rolled Cones... Bands... Ribbons... Repairs... Ice-Making Equipment... Umbrellas... Kiddie Rides. Everything for the Concessionaire.

**CONCESSION SUPPLY CO.**

3916 SECOR RD.  
TOLEDO 13, OHIO

**CONCESSION SUPPLY CATALOGUE**

Our 1955 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

**POPCORN | COTTON CANDY | COOK HOUSES  
SNO-CONES | CANDY APPLES | GRABS**

If you operate any of these stands, be sure you have our catalogue. Go along with Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business.

**GOLD MEDAL PRODUCTS CO.**

318 E. THIRD ST. CINCINNATI 2, OHIO

**HOT DOG  
on a STICK**

COMPLETE SET-UP  
100 LBS. PARTY BATTER  
SPECIAL COOKER  
FLUORESCENT SIGNS  
8,000 STICKS—BATTER BOWL  
—BEATER AND BRUSH—  
POSTERS AND DETAILED  
INSTRUCTIONS... \$139.00  
**PARTY BATTER CO.**

2022 Oakstone Way, Hollywood 46, Calif.  
Warehouse: St. Louis, Mo.

our **70th** year!

**Cretors**

**POPCORN MACHINES**

SALES OFFICE: Cretors,  
Popcorn Bldg., Nashville, Tenn.  
FACTORY: Chicago, Ill.

GIVE TO DAMON RUNYON CANCER FUND

# Ringling Business Light in L. A. Area

Dorsey Orchestra Reports Persist for '56; Ad Agency Sues; Bull Man, 24-Hour Man Quit

LOS ANGELES, Sept. 17.—Ringling Bros. and Barnum & Bailey Circus came back to Los Angeles for a second weekend's run after tuning up little in the way of business in the suburbs.

The initial Los Angeles stand this season was Thursday (8) thru Sunday (11) and business was well below that of two years ago. In no case was there a full house. Lower priced seats were selling, but the \$3 locations were remaining vacant.

Picketing of the Los Angeles lot and those in outlying towns continued with little effect. Deliveries were being made to the show on schedule in all instances. Leaflets blasting the show were being handed out, but circus-goers weren't changing their minds because of them.

Blame for the poor business generally was laid to situations which have prevailed all season and to continued hot weather here.

On Monday (12) the show went to Van Nuys and did roughly one-third the business it scored there two years ago, the last time the show was on the West Coast. Tuesday (13) at Pasadena, with the Rose Bowl parking lot as the grounds, the show drew a bare 200 in the afternoon, when temperature was 100 degrees and children were in their second day of school. At night the top was half filled. In Long Beach on Wednesday (14) the show had less than one-quarter of capacity in the afternoon and a three-quarter house at night. Temperature was 90 degrees and school

was in session. The East Los Angeles appearance on Thursday (15) brought out a scattered audience for the afternoon and a half house at night.

Returning for the second try in Los Angeles, the show arrived on time Friday (16) and was scheduled to stay thru Sunday (18).

## Dorsey-North Talks?

The season-long reports that Tommy Dorsey's orchestra might be with the show next year gained

(Continued on page 59)

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- A-1 Am.: Steele and East Prairie, Mo.
- A. M. P.: Bennettsville, S. C.; (Fair) Durham, N. C., 26-Oct. 1.
- Alamo Expo.: Stephenville, Tex.; Corsicana 26-Oct. 1.
- American Beauty: (Fair) Newport, Ark., 20-24. (season ends)
- Am. Co. of America: Chattanooga, Tenn.; Laurel, Miss., 26-Oct. 1.
- Amusements of America: (Fair) Leaksville, N. C.; Sanford 26-Oct. 1.
- Bayou State: (Fair) Jena, La.; (Fair) Ville Platte 26-Oct. 2.
- Beam's Attrs.: (Fair) Tarboro, N. C.; (Fair) Snow Hill 26-Oct. 1.
- Bee's Old Reliable: (Fair) Beattyville, Ky., 20-24. (end of season)
- Belle City: (Fair) Ripon, Wis., 22-25; (Fair) St. Francis 28-Oct. 2.
- Bernard & Barry: Stratford, Ont., 19-21; Galt 22-24; Kingston 26-Oct. 1.
- B. & H. Am. Co.: (Fair) Andrews, S. C.;

(Continued on page 61)

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Bailey-Cristian: Wichita Falls, Tex., 20-22; Graham 24.
- Beatty, Clyde: Emporia, Kan., 20; Parsons 21; Joplin, Mo., 23; Springfield, Mo., 23; Miami, Okla., 24; Sapulpa 25.
- Hagen Bros.: Lancaster, O., 20; London 21; Wilmington 22; Dayton 23; Richmond, Ind., 24; Connersville 26; Shelbyville 27; Bloomington 28; Bedford 29; Jasper 30; Washington Oct. 1.
- Hunt Bros.: Kilmarnock, Va., 22.
- Kelly-Miller: Hillsboro, Ill., 21.
- Kelly-Morris: Pomeroy, O., 20; Gallipolis 21; Ironton 22; Waverly 23; Peebles 24; Cleves 25; Madison, Ind., 27; Jeffersonville 28; Salem 29; Booneville 30; Evansville Oct. 1.
- King Bros.-Cole Bros.: Reldsville, N. C., 20; Burlington 21; Henderson 22; Goldsboro 23; Fayetteville 24; Wilson 26; Kingston 27; Washington 28; New Bern 29; Morehead City 30; Jacksonville, Oct. 1; Wilmington 3.
- Mills Bros.: Chester, Pa., 20; Wilmington, Del., 21; Dover 22; Salisbury, Md., 23; Cambridge 24; Annapolis 26; Hyattsville 27; Seat Pleasant 28; Rockville 29; Gettysburg, Pa., 30; Chambersburg Oct. 1.
- Polack Bros. Eastern: Mobile, Ala., 20-21; Phenix City 22-24; Montgomery 26-28; Alexander City, Oct. 1.
- Polack Bros. Western: Medford, Ore., 20-21; Denver 26-Oct. 2; Ardmore, Okla., 5-8; El Paso, Tex., 12-14.
- Ringling Bros. and Barnum & Bailey: Phoenix, Ariz., 20 (night)-21; Tucson 22; El Paso, Tex., 23-24.
- Strong, John A.: Guadalupe, Calif., 20; Solvang 21; Carpinteria 22; Oak View 23; San Gabriel 24; Mentone 27; Redlands 28; Chula Vista 29.
- Von Bros.: Crozet, Va., 20.

## Miscellaneous

- Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Jackson, Tenn., 20; (Fair) Memphis 22-Oct. 2.
- O'Day, Marie, Palace Car: Richlands, Va., 20; Marion 22-24; Pulaski 26-27; Radford 28-29; Blacksburg 30; Christiansburg, Oct. 1.
- Schaffner, Neil, Players: Unionville, Mo., 20-24; Queen City 25-Oct. 1.
- Scott, Tommy, Show: Centerville, Ia., 20; Okaloosa 21; Grinnell 22; Newton 23; Creston 24.

## Ice Shows

- Holiday on Ice, International, No. 1: Stockholm, Sweden, 20-25.
- Holiday on Ice, No. 1: Amarillo, Tex., 20-24; Lubbock 25-30; Tulsa, Okla., Oct. 1-7.
- Holiday on Ice, No. 2: Salt Lake City, 20-25; Lansing, Mich., 28-Oct. 4; Troy, N. Y., 5-10.
- Ice Capades, International: Winston-Salem, N. C., 20-26; Houston 29-Oct. 6.
- Ice Capades of 1956: New York 20-25; Cleveland 26-Oct. 9.
- Shipstads & Johnson's Ice Follies of 1956: Los Angeles 20-Oct. 2; Denver 4-9; Des Moines 11-16.

## HIGH-CLASS PHONE SOLICITORS

All women, for underprivileged Boys' Home deal. Donations and ads. Must furnish excellent references. Emory Sadler and Jack Bishop, call in. Others pay your own.

Jackson, Miss., 33976.  
**ROBERT W. HARTUNG**  
Magnolia Boys' Town  
P. O. Box 451  
Gulfport, Miss.

**INSURANCE**

— • —

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**WARNER'S MERRY-GO-ROUND HAS FOR SALE**

One complete 30-ft. Merry-Go-Round. It is complete with 20 jumping horses, complete and brand new.

Also 1 brand new Ferris Wheel complete with 12 seats and is 40 ft. high. Everything brand new.

Will take \$7,000 cash for both. Both are at factory. Will deliver for freight charges.

**J. WARNER**  
Box 181, Bay St., Louis, Miss.  
Or call 9142

**FOR SALE PORTABLE SPEEDWAY TRACK**

122 ft. by 55 ft.

Wood construction, banked at both ends, painted, complete with loading platform and lights.

**USED ONLY ONCE**  
at Canadian National Exposition.

**MORGAN C. HUGHES**  
P.O. Box #56, Palisades, N. J.  
Windsor 7-1129, Fort Lee, N. J.  
OXford 5-3094, New York, N. Y.

**Shooting Galleries**

And supplies for Eastern and Western Type Galleries. Write for new catalog.

**H. W. TERPENING**  
137-139 Marine St., Ocean Park, Calif.

**ACTS & ATTRACTIONS WANTED**

Lining up now for 1956 Season of Fairs with Acts and Unusual Attractions of proven merit. Send photos, description and prices now to

**HAL GARVEN STAGE SHOWS**  
1325 Natchez Ave., S.  
Minneapolis 5, Minn.

**DON'T BE LIKE THE OSTRICH!**

When in trouble it buries its head in the sand.

Buy Your Insurance With Confidence  
Secure Sound Protection

INSURE WITH  
**CHAS. A. LENZ**

"The Showman's Insurance Man"

★  
1492 Fourth St., N.,  
St. Petersburg, Fla.  
Phone: 7-5914



**Our New "Perfection"**



This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
726 Benton Ave. Nashville 4, Tenn.

**BIG PROFITS**  
with SOFT ICE CREAM



**Sani-Serv DIRECT DRAW DAIRY FREEZER**

WRITE FOR FREE INFORMATION  
**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE • INDIANAPOLIS, IND.

**3 REGIONAL OFFICES UNDER 1 OWNERSHIP**

providing EXCLUSIVE NATIONAL GRASS ROOTS COVERAGE of newspapers, daily and weekly; national consumer and business publications and literally every periodical on your schedule.

Write or phone for complete details

**LUCE PRESS CLIPPING BUREAU**

157 Chambers Street  
New York 7, N. Y.  
BARclay 7-2096  
104 West Linwood Blvd.  
Kansas City, Mo.  
715 Harrison Street  
Topeka, Kansas

**Mesker -- SECTIONAL PREFABRICATED STEEL**



**SKATING RINKS**

EASILY ERECTED—QUICKLY DISASSEMBLED—COVERED WITH 3/8 GA. SHEET METAL—FIREPROOF—MORE ECONOMICAL—10-50-60 FOOT WIDTHS—LENGTHS MULTIPLES OF 10 FEET

PRICES ON REQUEST

**GEO. L. MESKER STEEL CORP.**  
EVANSVILLE 4, INDIANA

**POPCORN—SNO-CONES—COTTON CANDY—CANDY APPLES**

and other Equipment and Supplies  
Send for free catalog.

**VICTOR POPCORN SUPPLY CO.**  
211 W. 7th St. Richmond, Va.  
PHONE 83-4806

## 22 10-Year Regulars Sign for NAAPPB Show

CHICAGO, Sept. 17.—Twenty-two key companies that have been continuous exhibitors in the trade show of the National Association of Amusement Parks, Pools & Beaches since its postwar revival have contracted to take part in the 10th trade show since 1946.

With this backbone of the exhibition, Secretary Paul H. Huedepohl said that the November 27-30 event already is taking good shape.

In addition to the 22 10-time exhibitors, he said, are 16 more which have been represented in the show for between five and nine years. There are a number of other exhibitors, including newcomers, also contracted, he reported, leaving only about a score of booths to be filled.

Those who have been in the show each year since 1946 and have reserved 1955 space include:

A.B.T. Manufacturing Corporation, Chicago; Allen Herschell Co., Inc., North Tonawanda, N. Y.; The Billboard; Blevins Popcorn Co.,

Nashville; J. L. Campbell & Co., Baltimore; Capito Projector Corp., New York; R. E. Chambers Co., Beaver Falls, Pa.; Custer Specialty Co., Dayton; Dodgem Corp., Exeter, N. H.; Exhibit Supply, Chicago; Eyerly Aircraft Co., Salem, Ore.; Frank Hrubetz & Co., Salem, Ore.; International Mutoscope Corp., Long Island City, N. Y.; Luske Bros., Inc., Philadelphia; Manley, Inc., Kansas City, Mo.; Miniature Train Co., Rensselaer, Ind.; National Amusement Device Co., Dayton; Perey Turnstile Co.,

(Continued on page 66)

### PROMOTIONS

## Winter Sked Gets Started At Rockaways

NEW YORK, Sept. 17.—Altho the daily season is at an end, Rockaways' Playland is continuing its policy of remaining open on weekends until next spring heralds the opening of another full season. The park will be operating Saturdays and Sundays as long as the weather will permit.

A turnout of thousands participated in the annual firemen's Mardi Gras parade in the park neighborhood, to officially close the regular season. A record number of Long Island's units took part and the park did big business.

Promotions will be used to attract customers from now on in. Next Saturday there will be a "Mother-Daughter" bathing beauty contest, open to women with daughters between the ages of two and eight. Prizes will be merchandise plus a Du Mont TV appearance. On October 8 there will be a tie-in whereby syndicated cartoonist Joe Kaliff will caricature 100 park visitors.

## Disneyland Put On 6-Day Week

ANAHEIM, Calif., Sept. 17.—Disneyland went on its six-day week fall and winter operation here Monday (12) in accordance with plans outlined when the park opened July 18.

Concurrent with the shortened week, schools opened in the area and the thermometer kept above 100 degrees to set new September records.

The hot weather took its toll of the patrons at the park. However, figures were not available at this time. Spending was reported stable at the \$2.56 per person for parking, admission, rides and food.

The park will continue to operate on its schedule of 10 a.m. to 10 p.m. daily, Tuesday thru Sunday.

### HOLIDAY WEEKEND BIG

## Season Just So-So For Spots in N. E.

BOSTON, Sept. 17. — Perfect weather over the weekend and on the Labor Day holiday gave many New England park and beach operators a much needed boost for a season that started well but dwindled badly after a polio epidemic, floods and storms plagued parts of the territory. For others outside of the metropolitan area, it finished up a season which ranged from fair to good.

Roy Gill at Norumbega Park in Newton reported a fairly satisfactory finish altho a good deal of revenue was lost because of the recent flood, week-long rains and the polio scare. The figure for the

epidemic in Boston, worst hit city in the State, stands at 640, while the State incidence is heading toward 3,000. Gill's Totem Pole Ballroom which features big name bands and stars, helped greatly with the over-all business picture.

At Revere Beach, operators Freeman & Shore were not optimistic over the prospect of coming out ahead despite free acts, firework displays and other special attractions. Other operators felt similarly, but since Revere carries on well after Labor Day they were hopeful that things would settle down so that some profit could be shown for the season.

Paragon Park operator Larry Stone, summing up his season, said: "It's seasons like this that keep suckers out of the business." Larry's year certainly had its disastrous moments. Last March a \$150,000 fire wiped out part of his equipment, he was under water during the floods and rains, the polio kept the moppets away, the Nantasket boat ran aground, which didn't help public relations and to top it all several of his key men were out sick.

### Paragon Changes Program

For the first time in many years Paragon Park closed down after Labor Day, and Stone doubts that he will even open weekends. Veteran operator Mrs. Rose Stone, Larry's mother, gave her annual dinner at the park's Palm Garden restaurant for lady cashiers. Mrs. Stone was presented with a bouquet of roses.

Other operators at the South  
(Continued on page 66)

### CASH IN ON BOOM

## Growing Zoo to Add Coaster & 'Nursery'

MASSAPEQUA, N. Y., Sept. 17.—Massapequa Zoo is rounding out best year of operation since its establishment some four years ago by the Grimaldi family. The operation on Sunrise Highway features a grouping of roadside kiddie rides backed by a spacious collection of animal enclosures.

The six-acre location is the site of the former Frank Buck Jungle Zoo on Long Island. Retained has been an elephant house and outdoor monkey mountain. Plans for year include installation of a new Schiff coaster and setting up of a large area where loose animals may be fondled and fed by kids. When the Grimaldis took over, the area was almost all wooded, but since has been the locale of America's most terrific housing boom. The park has seen homes spring up and thousands of potential customers move in. Business has been excellent.

A landmark on the highway is the Fiberglass-covered Merry-Go-Round which sports an almost indestructible top. While conventional ride prices are charged, the family gets only a dime alike for adults and children, for the zoo. Michael Grimaldi explains the low admission as a conservative type of operation and says the fee will increase as the zoo gets larger.

### Admission Rise Forecast

With the addition of the new ride and zoo "nursery" plus bringing in a group of picnic tables, it is probable that the admission will go to 20 cents in 1956. There is no admission fee to the ride area. Three picnic tables were brought in this season and busy days found the ground covered with picnickers' blankets. Altho families brought their own food in many instances, a refreshment counter is available for their patronage.

The Grimaldis do most of the work themselves, and their animal enclosures are largely of log and wire construction. This year's improvements included a blacktop area and a new Arcade building. Rides now include a Herschell Sky Fighter, wet boat ride and two-abreast, Pinto Fire Engine, and live pony ride.

The former Buck restaurant building is leased to an appliance discount house, and the elephant-snake building to a toy and juvenile furniture store. These activities complement the kiddie operation as they attract family business in their own right.

Operators are Mike Grimaldi, former vending route operator, and his sons Mike Jr., Anthony, Angelo, George and John.

## Rains Keep Some Spots From Setting New Highs

CHICAGO, Sept. 17.—Amusement parks thruout the country are toting up the results of the season.

Nineteen days of rain in June held the Carter Lake Pleasure Pier's business to a point short of its all-time record, set in 1953. Nevertheless, both spending and attendance were ahead of 1954. The funspot's picnic schedule this year extends thru October 2, with three or four weekly. The park operates on weekends only, except when picnics are booked. Labor Day Sunday brought the biggest day of the weekend, with weather and business good for the three days, reported James D. Carpenter.

From his Indiana Beach, Tom Spackman reported that the season's average gross was up 12 per cent, with the ballroom's 25 per cent hike leading the departments. The spot's over-all increase was 16 per cent, with credit going to new rides and expansion.

Earl J. Redden, of the South Bend, Ind., spot, Playland, said his season was off about 15 per cent because of cold weather in June and a combination of extreme heat and labor unrest in August.

At Norfolk, Va., both Ocean View and Seaside Park had fireworks on Labor Day weekend, marking the end of the season. Officials said that business was up 10 per cent at Ocean View because of expansion.

## Name Singers Jam Palisades

PALISADE, N. J., Sept. 17.—A super public appearance night highlighted the final weekend of the Palisades Amusement Park season, with name artists attracting the largest one-day crowd in several years.

Owner Irving Rosenthal produced singers Eddie Fisher and Sammy Davis Jr., to highlight the program, and found the results very gratifying for a week-day following a long holiday weekend.

## Detroit Bob-Lo Takes 15% More

DETROIT, Sept. 17.—Closing of Bob-Lo Amusement Park on Bois Blanc Island marked "the most successful season we have ever had," according to Wilbur B. Browning, vice-president and general manager. The season was given a rousing sendoff by good weather for Labor Day, bringing good crowds, and by a Saturday gathering for the National Kinsman Club Convention of Canada, with a Western-style barbecue serving 700 people.

Gross business for Bob-Lo was up about 15 per cent compared to last year, for the season, continuing a pattern of increase shown every year since the present management took over in 1949. Attendance went up only slightly, but per capita spending took a bigger jump.

The increase is attributed largely to the policy of maintaining a year-round booking and promotion staff, soliciting picnics and charter business thruout the winter months. In addition, a maintenance staff of eight is engaged on a year-round basis, remaining on the island.

BRISTOL, Conn., Sept. 17.—Lake Compounce is operating only on weekends during September, with the entire midway open at 7 p.m. on Saturdays and 1 on Sundays.

Dancing continues on Saturday nights, with Tiny Markle and his orchestra in the music shell, and continuous free entertainment is scheduled for Sunday afternoons and evenings thruout the month. Show starts at 2:30, featuring Slim Cox and a cowboy caravan, guest stars, and a hillbilly auction at 5:30.

### FOUR-MONTH TOURNEY

## Fishing Rodeo Prolongs Interest at Myrtle Beach

MYRTLE BEACH, S. C., Sept. 17.—Myrtle Beach is sponsoring its annual fishing rodeo to maintain interest and attendance at the shore resort. The event began Labor Day and will continue thru Christmas, and is open to "every man, woman and child in the world."

Classes of competition have been established for bass, bluefish, drum, flounder, pompano, sheepshead, spot, trout and whiting, with liberal minimum weight requirements for fish in each class. There are trophies awarded to weekly

winner, suitably engraved with the winner's name and his catch, and a grand prize trophy will be given for the largest fish caught during the entire tournament.

In addition, one all-rodeo prize trophy will be given for the largest fish caught in each class during the entire tourney. Outside of these grand prizes, no one is eligible to receive more than two awards.

Other regulations provide that only fish caught from beach, piers or small boats (outboard or oar propelled) inside the city limits of Myrtle Beach are eligible.

### FOR SALE OR LEASE

Completely or Piecemeal

#### A KIDDIELAND PARK

<ul style="list-style-type: none"> <li>● 12 rides including 1 major Rollaplane ride</li> <li>● 12 concession booths</li> <li>● Refreshment building</li> <li>● Novelty building</li> </ul>	<ul style="list-style-type: none"> <li>● Office building</li> <li>● Tool house</li> <li>● Boat house</li> <li>● Tape recording machine with sound system thruout park</li> </ul>
--	--

**THE ONLY AMUSEMENT PARK WITHIN RADIUS OF 30 MILES**

<ul style="list-style-type: none"> <li>● Boating in lake</li> <li>● Bathing</li> </ul>	<ul style="list-style-type: none"> <li>● Picnic Tables</li> <li>● 10 Large Tents</li> </ul>
--	---

**Reason Selling: Other Business**

**MORGAN LAKE PARK**  
CREEK ROAD & SMITH ST.  
POUGHKEEPSIE, N. Y.

Call: Don Yellen, Fishkill, N. Y.  
BEACON 9-4333

**High Quality KIDDIE RIDES**

**ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL**

*Illustrated Circulars Free*

**W. F. MANGELS CO., Coney Island 24, N. Y.**

## CNE Misses '54 Gate Mark by Mere 10,500

Sullivan Cracks Grandstand Mark; Conklin Midway Gross Tops \$500,000

TORONTO, Sept. 17.—Despite rain and cool weather, the Canadian National Exhibition closed its 14-day run here Saturday (10) after missing its '54 gate record by a mere 10,500, setting a new midway gross and establishing an all-time attendance record at the night grandstand show.

Total gate count was 2,809,500, slightly under last year's all-time high. The midway, where Patty and Frank Conklin held forth, cracked all past records by racking up a ride and show gross that topped the \$500,000 mark.

The night grandstand offering,

headed up by Ed Sullivan, set another all-time record. Only once during the two weeks did attendance at the big grandstand fall below the 25,000 capacity mark. That was on the second Wednesday when the count dipped 25 per cent because of the absence of Sullivan and rain.

Attendance figures for the final three days with last year's comparable count in brackets were: Thursday (8), 142,500 (152,400); Friday (9), 150,500 (156,500); Saturday (10), 260,500 (262,000). Biggest single day attendance-wise was Labor Day when the fair set a new one-day mark as 298,000 people swarmed over the grounds.

This year's CNE undoubtedly received more publicity than any of its predecessors, particularly thru its sponsorship of the 32-mile Lake Ontario swim. While the main event was canceled due to rough water and a shore-lake swim substituted, officials are confident that another such swim will be held next year, altho new rules for the event will be up for study.

A start will be made this fall on a new \$3,000,000 women's building to be constructed on the grounds.

## LEWIS STAGES GOOD WILL PARTY AT YORK

YORK, Pa., Sept. 17.—President Samuel S. Lewis earned a heap of good will for the York Interstate Fair on opening Tuesday (13) when he invited some 400 persons who had worked on fair-grounds projects during the past year to attend the night grandstand show free with their wives. This kind of thoughtful gesture probably accounts, in part, for the paving of a half mile of new midways within the 10-day period preceding the opening of the fair and the making ready of the new coliseum in time for full use during the fair. Both projects were thought to be "impossible" when they were ordered.

## Vinton, Ia., Hits Top Net

VINTON, Ia.—Sept. 17.—The Benton County Fair board announced the 1955 fair produced a net profit of \$3,909.21, an all-time record for the fair association. The money will be used to build a new swine barn at the fairgrounds. This year's profit compared with gains of \$1,479 in 1954, \$1,755 in 1953 and \$2,230 in 1952.

## Gate, Income Jumps At Michigan State

462,802 Turn Out to Top '54 by 8%; W. G. Wade Midway Grosses \$286,542

DETROIT, Sept. 17.—With an upward trend in every major revenue department, the Michigan State Fair closed its 10-day run here Sunday night (11) with a total paid attendance of 462,802—an increase of almost 8 per cent over last year's 429,627. Total attendance, which included 323,956 passes, was 786,758, with most of the cuff admissions being children.

Evidence of freer spending was indicated by the midway gross, where W. G. Wade Show racked up a record \$286,543 on rides and shows. Other departments showing increases in the money department were the Coliseum show, which took in \$89,170.34 compared with \$72,875.78 in '54 and the total grandstand take of \$79,445.38

against last year's \$78,079.36. The latter figure was piled up with fewer people attending, 55,625 this year compared with 60,145.

### Storm Hurts

Fair officials felt that the attendance figure would have been considerably higher but the grounds were hit by a storm between 4 and 8:30 p.m. on Saturday (10), usually one of the biggest days of the run. Some exhibit buildings were flooded and closed and one was struck by lightning with some property damage. The Wade midway had 12 to 18 inches of water over about half the area at one time, but was able to get a number of rides and shows back in action late that evening. Total attendance for the day dropped accordingly to a low 26,783.

On Sunday (11) the fair lost parking space for 5,000 cars because of the auto races holding forth at the track, and gates were closed to parking early in the day. Some fair workers and patrons were forced to park two miles away, going to the grounds by street car. Sunday attendance of 63,192, however, was almost 20 per cent above '54 figure of 52,498. Parking on the grounds grossed \$40,326.50 at 50 cents a car, while private lots outside the grounds were getting a dollar.

### Races Click

The 250-mile stock car race on Sunday proved the biggest single attraction of the run, drawing 15,625 and a gross of \$40,478.98. This compared with 19,381 and \$31,245.08 last year. The admissions were scaled upward, running

(Continued on page 52)

## Georgia Assn. Sets Nov. 14-15 Short Course

ATLANTA, Sept. 17.—Georgia Association of Fairs will sponsor its first short course on fair management, November 14-15. E. Lee Carterson, association president and general manager of the Southeastern Fair here, announced. Co-sponsors will be the Georgia Agricultural Extension Service and the Georgia Center for Continuing Education.

The two-day meet, to be held in the 4-H Youth Center at Rock Eagle Park, Ga., will have Georgia Agricultural Commissioner Phil Campbell as the key speaker. His subject will be "Fairs Help Promote Georgia Agriculture." Other speakers will include Karl Lehmann, past president, Florida Federation of Fairs, Livestock Shows and Expositions; J. W. Fanning, Georgia Center for Continuing Education; I. V. Hulme, general manager, Elberton, Ga., and Anderson, S. C. fairs; Bob Armstrong, vice-president of the Georgia Association; Bob Penland, president of the Georgia State Fair, and Eddy Ross, Agriculture Extension Service. Carterson will summarize the short course.

## Winnipeg Ex Schedules October Run

WINNIPEG, Sept. 17.—Winnipeg's Red River Exhibition will operate here October 22-29 this year but plans to return to a June or July schedule next year. Prior to '55 the annual ran in spring for three years.

This year's event will be held in the city's new \$2,000,000 Arena and will operate without a midway or name attraction, R. C. Leatherdale, president, announced. The new building, which will be the home of Western Canadian professional hockey is nearing completion and the fair will be the first event to use the facilities.

Leading attraction this year will be a variety show that is scheduled to do two each evening and possibly two Saturday matinees. Already booked for the show are Paula and Paulette, trampoline; Roger Ray, comic; Voca-Lovelies, songs, and Bobby Whalen and Yvette, unicycle. Some midway-type shows are also scheduled, including Sirena, girl-in-a-tank and Pogo, boxing kangaroo.

Close to 200 industrial exhibitors will display their wares and the program will include agricultural exhibits despite the lateness of the season.

## Reading Gate Runs Well Ahead of 1954

Excellent Weather, Advance Ticket Promotions Help Build Successful Run

READING, Pa., Sept. 17.—Aided by excellent weather thru-out, the Reading Fair ran well ahead of last year when several days were lost to rain. While no records were in sight, there was every indication that the run would be one of the most successful in recent years if the good weather continued thru tomorrow, when big car automobile races will wind up activity for the eight-day event.

Two ticket promotions reportedly worked successfully this year. One involved the advance sale of ducats in blocks of 100 for 50 cents each, a 25-cent reduction on each unit. Several thousand dollars were realized in advance.

The other had the Keystone Wholesale Grocery Company of Reading buying, at a cut rate, 15,000 ducats which were distributed free to the purchasers of \$7.50 in goods in any of 375 retail outlets.

### Railroad Package

The Reading Railroad also co-operated by offering a cut-rate round trip run on regular trains

from Philadelphia. Cost included all transportation, including bus rides between the depot and the fair, and admission to the grounds. While interest was nominal, fair officials believe that there is a good possibility of strong growth in this direction.

Jack Kochman's Lucky Dogs, a racing greyhound presentation new to the fair this year, did well on the first two days, adding several hundred dollars over the gross of a year ago. George A. Hamid's Fantasies revue was the featured

(Continued on page 52)

## MCA Grandstand Show Gets 42G Indiana Gross

INDIANAPOLIS, Sept. 17.—"Stars Over Indiana," grandstand show produced by the Music Corporation of America and presented at the recent Indiana State Fair here, grossed \$42,592.80 in seven nights, the fair announced this week.

Last year the "State Fair Follies," produced by the Barnes-Carruthers Theatrical Enterprises, Chicago, grossed \$36,106.60 in six nights.

The MCA show opened on a Saturday night. Last year the Barnes-Carruthers show opened on a Sunday night.

## Quebec Rises 5% As 360,000 Visit

QUEBEC CITY, Que., Sept. 17.—The nine-day Provincial Exhibition drew to a damp ending Sunday (11) with the rainfall coming too late to prevent an attendance mark some 5 per cent, or 17,000, higher than last year. Manager Emery Boucher estimated the big annual had better than 360,000 admissions. Night weather was cold thruout the run.

A successful aspect of the show was the Hamid-produced "Careties Parisienne" in the Coliseum, which grossed a reported \$116,205. The Sammy Kaye orchestra was featured in a production which also offered a line of girls and several acts.

The final three days had a bad

## SECOND ONLY TO CHRISTMAS

CHICAGO, Sept. 17.—"Except for Christmas, the Iowa State Fair is the most important thing that happens all year," Life magazine quotes a young Iowa fair visitor in its September 20 issue. The quote caps the text which accompanies a three-page picture feature on the Iowa Fair.

## Oregon State Attendance Dips 19,976

SALEM, Ore., Sept. 17.—The Oregon State Fair closed Saturday (10) with a larger final day attendance than a year earlier—31,760 compared with 22,900—but the eight day total failed to meet '54—315,370 against 335,346. Turnouts began to recover near the week's end after suffering heavily because of 100-degree heat the early days of the run.

This year's circus, staged by Bailey Bros. and Cristiani, played to 22,808 compared with 30,852 last year. The grandstand revue, by Helene Hughes, pulled 26,852 this year with total receipts of \$33,262. Last year 26,996 paid \$32,996 to see the show.

Racetrack attendance was practically the same both years but the '55 handle was \$794,719 compared with \$700,156 last year.

Fair board is considering reviving the horse show next year, Dr. E. B. Stewart, commission chairman, said. The horse show was dropped the last two years in favor of a circus.

cold spell and rain curtailed activities on Saturday and Sunday (10-11). Rainfall also hit on Labor Day about 5 p.m., to halt the influx of attendance. Boucher said a 400,000 gate figure had been expected but that "nine days of perfect weather was just too much to expect." The closing day's horse

(Continued on page 52)

## Tulsa Gets Initial OK on \$2 Million Plan

TULSA, Okla., Sept. 17.—The first step in the realization of a \$2,100,000 plant improvement program at the Tulsa State Fair was taken here this week when the county commissioners Monday (12) okayed a bond issue for that amount. The program still must get the approval of the Chamber of Commerce civic needs committee and it will be submitted to that body asking its inclusion in a forthcoming bond issue.

Biggest project in the program is an exhibiting auditorium building that would cost \$870,000 and have a seating capacity of 11,000.

## Ft. Smith Gate Dips Below '54

FORT SMITH, Ark., Sept. 17.—The Arkansas-Oklahoma Livestock Exposition closed its seven-day run here Friday (16) with attendance figures down somewhat from last year.

Pat Condren, manager, said the fair started out strong on Saturday and Sunday (10-11) but the closing of all midway games early this week as a result of local complaints, hurt turnouts. Annual operated this year with no attraction other than the midway, where 20th Century Shows held forth, and a good number of livestock. Thursday night the 5th Army Band gave a concert on the grounds and a parade of livestock winners was held.

The fair, which has been hurt for the past several years by drought conditions in the area, didn't have this factor to contend with this year. Condren said, however, that it would take at least another year before economic conditions were back to normal.

## Gate, Mutuels Running Ahead At Barrington

GREAT BARRINGTON, Mass., Sept. 17.—The Barrington Fair was running comfortably ahead of last year thru the latter stages of the week, with both front gate and grandstand attendances being high. Opening last Sunday (11) the eight-day event has been drawing close to 15,000 guests daily with the first-day turnout being much higher.

Appearances were that a 150,000 attendance week was not unlikely if the weather would hold steady. Evening turnouts received a stimulus this year in the form of a free gate nightly thruout the week. Also an innovation, the William Shilling-produced sports show has been doing moderately well at the grandstand.

Pari-mutuel betting surpassed \$1,000,000 yesterday and the independent midway, managed by Jeff Harris, was reportedly doing well. Schools in the area were closed yesterday, kiddie day, with a free gate for the youngsters and reduced midway prices. Six entrants for the Miss Rheingold title made a tour of the grounds.

Fair President Edward J. Carroll this week received a plaque for his assistance to the area 4-H program. It was the first such award the 4-H has given.

## Final Program Rounded Out For Trenton

TRENTON, N. J., Sept. 17.—The program is completed for the New Jersey State Fair which will open Sunday (26) for eight days and nights. On the opening day the attraction will be the Jack Kochman Hell Drivers with a repeat the next day. Harness racing will start on Tuesday, September 27, and continue thru Friday. Irish Horan's Hell Drivers will appear on Saturday afternoon. There will be mule races Wednesdays, Thursday and Saturday afternoons.

On the opening Sunday night, Ralph Collier will emcee a give-away show known as "A Weekend at the Waldorf" and the prizes will include a weekend in New York for a man and his wife. Starting Monday night and continuing thru Saturday there will be an ice show, "Ice Varieties of 1955."

The Queen of the Fair will be selected Sunday, with eliminations in the afternoon and the finals at night. There will be two children's days, the first on Monday, September 26, for pupils in schools in Mercer County, and the other on Friday of fair week for all other pupils. Other attractions will include the appearance of the 69th Division band and Soldier's Chorus on Monday afternoon, September 26; the television show "Wonderful City," on Friday afternoon, and the big Firemen's Parade on Saturday.

(Continued on page 52)

## Saginaw Big at Gate, Midway, Grandstand

SAGINAW, Mich., Sept. 17.—The Saginaw Fair thru Thursday (15), fifth of its seven days, was romping ahead of any recent run. Attendance was racing 40 per cent ahead of '54 while grandstand receipts were 30 per cent higher and rides and shows of the Gooding Amusement Company were up 25 per cent.

Excellent weather marked the first five days and more of the same was forecast for the final two days. Good economic conditions in the area also were a big factor in the better business.

Credit for the upped attendance also was given to a number of innovations introduced by the fair management headed by Secretary Clarence Harnden. Included among these was the use of a steam calliope on the grounds, spotting of a Negro choral group as an added

feature of a night grandstand show, and glamorizing and up-grading of exhibits.

Sunday (11) was the biggest day in the history of the fair, when an estimated 55,000 persons thronged the grounds. Attendance was considerably lower Monday (12) but the midway gross that day nevertheless soared to an all-time record for one day here. Tuesday's turnout also was a record for that day. Other of the first five days produced attendance well above average.

Earl Newberry's Tournament of Thrills was in Sunday afternoon (11) and showed to a good crowd. A kids' circus was offered Monday, horse pulling with 26 teams from five States Tuesday and a program of vaude circus acts on the other afternoons. Night show was a Barnes-Carruthers revue.

## Brockton Doing Well Despite Polio Scare

BROCKTON, Mass., Sept. 17.—After five days of perfect weather the 82d annual Brockton Fair was out ahead of last year, despite a tighter money situation and the canceling out of Children's Day because of the polio epidemic. Opening day drew an attendance of 15,000 with a five-day total of over 80,000. General Manager Carlton J. Larson said any comparison with last year would be beside the point, since rains and the hurricane made 1954 a year to forget.

The fair opened slower than in normal years. Two other area fairs, Topsfield and East Blackstone, were also operating. The six-day horse racing meet was off to a good start with the mutuel handle up over the first five days.

In the absence of Frank Bergen, who was attending the funeral of his brother, the World of Mirth, under Bernard (Bucky) Allen, was doing a fair business in the midway. King Reid units were in the Kiddieland, which was somewhat curtailed.

The reason for this was that fair officials were co-operating with city authorities who had asked the cancellation of Children's Day to keep children from crowded areas. While the moppet attractions were not being pushed, the kids were still swarming over the fairgrounds, giving a good play to the rides. Children under 12 were being admitted free. It was speculated that the kids came from nearby communities not affected by the polio epidemic, but whatever the reason, the midway was taking advantage of their presence by offering the customary cut rates for moppets.

The night stagershow with acts supplied by the Al Martin agency was drawing well at 75 cents. Joie Chitwood and Irish Horan with their auto thrill shows chalked up good grosses for their stands Saturday and Sunday. Acts included the Roulettes, Sky Kings, Jimmy Cole and his elephants, comic Jimmy Lee, St. Leon Troupe, Four Sailors and Aunt Jemima and her Pancakes.

Several innovations were in evidence this year. There was a Class A horse show with entries from as far away as New York and Pennsylvania. The competitive cattle show was back and a brand new goat show under the auspices of AMGRA was held as well as the first rabbit competition. What was reported as the biggest tropical fish display in the U. S. was draw-

ing big crowds. Two nights of fireworks, first in many years, proved a big drawing card and a teen-age hop and square dance were jammed.

Publicity Director Edward Wagner had some good promotions going, chief among which were a twice-daily fashion show with Dorothy Dale, and a big Army and Navy plane exhibit. He was getting good play from newspapers all the way to Boston and had many radio and television personalities on the grounds.

### FAIR FOLDS

## Kingston, R. I. Site Goes to Warehouse Co.

KINGSTON, R. I., Sept. 17.—The Kingston State Fair, established in 1875 and last held four years ago, was officially declared dead this week by the Rhode Island State Fair Association. The deed of sale recorded the new owner as Providence Produce Warehouse Company, a subsidiary of the New Haven Railroad. President of the association since 1947 had been Rowland Hazard of Narragansett.

On September 15, 1875, the Washington County Agricultural Society advertised its "First Annual Cattle Show and Fair on Their Grounds at Kingston Depot." Features were an exhibition of working oxen, a baseball game, horse racing and agricultural elements.

In recent years there has been considerable controversy over pari-mutuel racing. In 1951 the final fair was held, and the State withdrew financial support and refused to grant the fair a racing license. As many as 20,000 persons daily attended when the annual was in its peak period of operation, and the high record for a week was reportedly more than 75,000.

One reason why advertisers in THE BILLBOARD get all they pay for.



**Demonstrators—Agents—Pitchmen**  
**THE GREATER RICHMOND**  
**"DO IT YOURSELF" HOBBY AND PHOTO SHOW**  
 NOVEMBER 1-6, RICHMOND ARENA, RICHMOND, VA.  
 Presented by Public Expositions, Inc. Co-sponsored by Television Broadcasting Co., WLEE and WXEX-TV, with 2000 1-minute announcements and 40 1-minute TV spot ads. MANUFACTURERS-DISTRIBUTORS: Display your products before 75,000 prospective buyers.  
**"Tie In With a LIVE WIRE Promotion!"**  
 Write HENRY S. BRADLEY, Managing Director  
 301 E. FRANKLIN ST. PHONE 7-9792 RICHMOND, VA.



## TOP FAIR EVENT:

# SKY KINGS

### IT'S A FACT:

- The Sky Kings use 2 separate riggings situated 30 feet apart.
- The Sky Kings actually trade poles during a split second, mid-sky.
- The Sky Kings have 2 great units; one serving the east, the other the west.
- The Sky Kings will combine 2 units for 1956 to form a 4-pole revue with 4-way changing of poles.
- 4-pole revue will be for a limited number of engagements and bookings must be made prior to March 15, 1956.
- The Sky Kings have never been televised.
- The Sky Kings are America's highest paid aerial act.
- The Sky Kings are produced by Bill Atterbury and managed by Darrell Hornbeck.

(Permanent Address: P. O. Box 183, Springfield, Mo. Phone 4-8227)

OR

## ERNIE YOUNG

AGENCY 203 N. Wabash Ave. Chicago, Ill.



CONTRACT NOW FOR '56

"World's Greatest Aerial Act"

**Fairfield County Fair, Lancaster, Ohio**  
 DAY and NIGHT—OCTOBER 11-12-13-14-15  
**LARGEST COUNTY FAIR IN OHIO**  
 WANT small Concessions  
 Write T. B. COX Concessionist

**ACTS and ATTRACTIONS WANTED**  
 Lining up now for 1956 season of fairs with acts and unusual attractions of proven merit. Send photos, description and prices now to  
**HAL GAVEN STAGE SHOWS**  
 1325 Natchez Ave., So. Minneapolis 5, Minn.

**CARNIVAL WANTED**  
 for the  
**DE SOTO PARISH FAIR**  
 Mansfield, La., October 12-14.  
**O. D. TREADWAY, Jr., Sec.-Mgr.**  
 GRAND CANE, LA.

**FAIR-CENTENNIAL-CELEBRATION COMMITTEE CHAIRMAN:**  
**CONTACT: JIMMIE DOWNEY**  
 PRODUCER  
 Stage Shows — Acts — Revues — Name Talent — Orchestras — Thrill Shows — Circus Stage Shows — Top Grandstand Entertainment.  
 Still Arranging 1955 Dates and Now Setting 1956 Dates.  
 7733 Arthur Ave., St. Louis 17, Mo.

**DISPLAY FIREWORKS OF DISTINCTION**  
 Whether your Fair, Celebration or Event calls for a \$50 display or a \$5,000.00 spectacle, you will find CONTINENTAL equally interested in giving you the most and best for your money. We carry adequate insurance. Send for our free catalog NOW. Write, wire or phone  
**Continental Fireworks Co.**  
 R. R. #6 Jacksonville, Ill. Phone R-4913 or 1351

## 100-DEGREE HEAT HITS CALIF. STATE

Expo Pulls 752,303 in 11 Days; Pari-Mutuel Handle Dips \$85,418

SACRAMENTO, Sept. 17.—The 101st annual California State Fair & Exposition closed its 11-day run here Sunday (11) with a total attendance of 752,303, off 59,901 from its record 1954 mark. Temperatures over 100 degrees were blamed for the loss at the turnstiles.

The drop in attendance was reflected thruout the fair with the pari-mutuel take hitting \$4,059,104, down \$85,418 from its '54 record. Attendance at afternoon grandstand attractions held thru nine days was 85,884, down 8,834 from last year's 94,718. Night show attendance totaled 57,207 with a daily average of 5,200. The all-time high for the night show was set in 1951 when Dennis Day and the Sons of the Pioneers had an average attendance of 9,224. The horse show, the oldest continuous show in the West, maintained a good patronage mark with 35,394 and an average of 3,218 against 1954's 3,542.

### Honor Composers

The night show this year was produced by Lewis & Young of Beverly Hills and New York. The

program was broken into four segments, all honoring American composers. The first headliner for three nights was Gordon MacRae, with Jeanette MacDonald, Paul Whiteman, and Margaret Whiting filling out the schedule. Will Rogers Jr. emceed, with the shows featuring the Hollywood Bowl Pops Orchestra a ballet and chorus.

The fireworks display in front of the grandstand preceding the night show was presented by Pat Lizza of the Golden State Fireworks Manufacturing Company, Redondo Beach, Calif. Lizza has held the contract consecutively for about 30 years.

The Sunday afternoon grandstand spots were filled by Bill McGaw's Tournament of Thrills.

A fair spokesman reported that a last minute rush developed that put the total mark for livestock entries beyond the facilities. In order to take care of the 5,500 quality animals, 500 more than the existing structures were able to handle, additional structures were hastily installed.

The special events department also presented Big Jon and Sparkie, kid radio celebrities, as a paid attraction. The BBB Puppeteers gave six shows daily in the nursery corral. Popo DeBathe, the clown ambassador, worked in front of the free show stage.

Crafts 20 Big Shows and Crafts Exposition Shows combined to fill the midway contract.

Dudley Fortin, appointed secretary-manager in March, staged his first fair. Publicity was handled by Bert F. Williams for the third consecutive year.

## Income Up 6%, Turnouts Down At Huron, S. D.

HURON, S. D., Sept. 17.—The South Dakota State Fair closed its six-day run here Saturday night (10) after grossing \$133,983.33, about 6 per cent over last year's \$126,363.91, and a mere \$7,000 short of the all-time '51 high of \$141,364.37. Manager Ken Balgeman said he expects the fair to show a profit in the neighborhood of \$5,000.

Attendance was announced by President Adolph Nelson as 162,000, short of last year's all-time record high of 191,000. The lighter receipts last year, despite bigger attendance, was due to some \$15,000 in refunds made when rain washed out a matinee and evening grandstand program.

Art B. Thomas Shows, on the midway here for the first time, racked up a considerably bigger gross than last year's midway attraction, Balgeman said. As a result the show was awarded the contract for '56. The Barnes-Carruthers' night revue was well received and did good business. Largest grandstand crowd of the run was chalked up by Tournament of Thrills on Thursday afternoon but cool weather pared the show's Saturday night turnout. Only other inclement weather came on Friday evening when a strong, cold wind hit the grounds, cutting into the night show attendance somewhat but hurting the midway and concessions to a larger extent.

## Quebec Up 5%

• Continued from page 50

racing program, featuring a five-mile event, was canceled and will be held tomorrow.

Jimmy Sullivan's World's Finest Shows tore down in the rain on Sunday and pulled out nevertheless with a 20 per cent increase in the midway gross.

Midweek attendance was high, which helped the turnout to surpass last year's. Three kiddie days were offered, on the two Saturdays and on Thursday (8).

It was expected to have a new building, an industrial pavilion, ready for the fair, but this did not come about. Foundations have been ready for four months, Boucher reported, but delivery of steel has been delayed and the structure will now have to wait until next season before it can be utilized.

## BOCHERT JUST CAN'T CONVINCE SOME PEOPLE

WESTBURY, N. Y., Sept. 17.—Manager Charley Bochert just cannot convince some folks that there will be no Mineola Fair this year. Last week the event got the kind of publicity it craves, but at the wrong time. A Sunday Times ad by Sinclair Auto Tour Service urged readers to "Hi Ho . . . Drive to the Fair" and listed dates of three prominent annuals in the area: Trenton, N. J., Danbury, Conn., and Mineola. The Mineola Fair will resume in 1956.

## Renfrew, Ont., Opening Good

RENFREW, Ont., Sept. 17.—The 102d Renfrew Fair got underway with clear skies Tuesday (13) for a four-day run. This is an agricultural fair with the downbeat on light and heavy horse shows and cattle exhibits. Harness racing is set for Wednesday thru Friday afternoons.

Grandstand show is a Gus Sun Unit including Gerald Soules, single traps; Four Bees, dogs and monks; Montana Frank and Company, Western novelty; George Marks and Oswald, vent; Bobo Brown, tramp clown on unsupported ladder; Pinto, Hollywood Wonder Horse; Whiz Kids, unicyclists, and Marks doubling as emcee. Grandstand is 36 rows deep and seats 2,000 but is not covered.

Midway is a Conklin contract filled by Jimmy Sullivan's World's Finest Shows. Fair general secretary is Alber Donnelly.

## BEST YEAR BUILDING FOR GASTONIA, N. C.

GASTONIA, N. C., Sept. 17.—The fourth Spindle Center Agricultural Fair was having its best run this week, and Manager W. H. Robbins was predicting a 100,000 attendance mark for the six days which end today. Robbins said the Monday (12) opening was double that of any previous year and that ensuing days were also greatly ahead.

A large water fowl exhibit has been added this year and the free zoo has been enlarged.

Some 50,000 free tickets were

### Trenton Program

• Continued from page 51

urday night, October 1. Big car races will conclude the fair's program on October 2.

Tuesday of fair week will be Hamilton Township Day with Mayor E. D. Blake having the mayors of the municipalities in the county as his guests; Wednesday, Grange Day, with the annual Grange horseshoe pitching tournament; Thursday, Governor's Day, with representatives of both political parties on hand for a luncheon and a look at the fair, and Friday will be National Defense Day with military demonstrations.

George A. Hamid is president of the fair, and Norman L. Marshall is secretary treasurer.

John McCormick is the concession manager. Fred G. Poinsett, of the New Jersey Department of Institutions and Agencies, will have charge of the State Building; William C. Lynn, Assistant Secretary of Agriculture, the Grange and Flower Shows; Rollyn P. Winters, State director of 4-H Clubs, the 4-H building. William M. Nulton Jr. and George Vander Noot of the New Jersey State Agricultural College, will supervise the livestock, and Harry M. Sterling, the poultry. George W. Lang will direct the Future Farmers of America Cattle Show along with William E. Kenny, while Mrs. Helen Larzelere will have charge of the Domestic Arts Building.

distributed in advance for the children's days held Wednesday thru Friday (14-16). A big publicity break occurred in the coverage of a jet plane being towed down a four-lane highway en route to the fairgrounds.

Robbins said some \$800 was spent in newspaper advertising and two dozen 24-sheet billboard locations have been covered.

The Joie Chitwood thrill show performed Monday and Tuesday and the rest of the week has the Rogers Bros. Circus of Si Rubens as the grandstand attraction. Robbins said there have been turnaway circus matinees and good night crowds. Grandstand goes for a flat dollar admission while the fair charges 65 cents at the front gate, and 30 cents to kids.

John Marks Shows on the midway had the largest lineup of amusements yet shown here in addition to three Cole Bros. Circus elephants as a free attraction.

## Timonium Checks Out With Record 260,308

TIMONIUM, Md., Sept. 17.—The 1955 edition of the Maryland State Fair is in the books with a record attendance mark of 260,308 people. Increase for the 11-day fair which ended Saturday (1) was a slim 2,339 or less than 2 per cent above last season's old standard of 257,969.

Of the total number of patrons, 93,361 made their way to the pari-mutuel running races, but the State Fair and Agricultural Society was encouraged nevertheless. Premiums awarded this year surpassed \$75,000 and there were literally thousands of ribbon prizes given out to entrants in both the 4-H Club and Open Class exhibitions.

Manager John M. Heil noted that \$4,111,152 was wagered at this year's 10-day track meet compared with last year's \$3,909,804.

## DROUGHT OFFSET—

## Clear Skies Raise Spencer, Ia., Gate

SPENCER, Ia., Sept. 17.—Given good weather, a contrast to last year, the Clay County Fair thru Thursday (15), the fourth day of its six-day and seven-night run held a 6,000 attendance lead over the corresponding point last year. Bill Woods, fair secretary, estimated the event would finish with a gate tally of about 175,000.

The clear weather served to more than offset the effects of a prolonged drought which had reduced the corn crop to about half of its normal levels. Spending on the grounds generally was reported as satisfactory, with most independent concessions more than pleased.

On the midway the William T. Collins Shows, with a stronger lineup of rides and shows than last year, held to about the same pace as last year during the first four days.

Grandstand patronage held close to '54 levels. Night grandstand offering was a Barnes-Carruthers revue, plus fireworks, presented Monday and Friday night, by Thearle-Duffield Fireworks, Inc., Chicago.

## Gridley, Calif., Pulls 18,232 Gate To Top '54 by 9%

GRIDLEY, Calif., Sept. 17.—With the audit completed, the Butte County Feather River Fair pulled a total attendance of 18,232 with a paid attendance of 12,560, up 9 per cent over 1954, which was affected by rain.

Secretary-Manager J. E. Whitaker said the attendance was down 8 per cent from the 1952 record. The four-day fair closed August 28.

The annual uses the per capita rate in charging the carnival and food stands on the independent midway. However, the assessment is based upon paid and officially audited attendance. Privilege on this basis was charged Bill Meyer's Gold Coast Shows, which played the date for the first time, and Jimmy Lynch's lunch stand. The operators said the method of reaching a figure was in their belief fair and equitable.

A balloon ascension, staged by the Badger Balloon Company, of Los Angeles, proved a strong gate puller. The events were held in the late afternoon of each of the four days.

Other features were a stagemat presented by Isabelle Whall, of Fun Unlimited Productions, San Francisco, and included Larry (Bozo the Clown) Valli; Organ Grinder and Charlie the Monk, and Daddy Long Legs, stilt walker. Two dances were held on Friday and Saturday nights with hard top automobile racing a closing feature on Sunday.

Aut Swenson's Thrillcade, in the opening night and Monday afternoon, registered excellent business, with Monday's turnout the largest for a thrill show here in years. Big car auto races staged Tuesday by Frank Winkley accounted for a crowd rated good tho off slightly from '54. Horse races were offered Wednesday and Thursday.

Monday, Kids' Day, was the biggest Monday in the fair's history. A free grandstand show for the youngsters drew more than 4,000 and the day's gate hit 23,000.

## E. Blackstone Gate Off Par

BLACKSTONE, Mass., Sept. 17.—The aftermath of floods and disaster which hit hard at this area affected attendance at the East Blackstone Fair, which finished a three-day run Sunday (11). The fact that the attendance fell below last year was attributed not only to the devastation but also to the fact that Brockton Fair opened Saturday. The nearest large town is Woonsocket, R. I., which was one of the worst damaged in the recent storm.

Lagasse Amusement Company of Haverhill was in charge of the midway and provided a Chairplane, Merry-Go-Round, Ferris Wheel and several kiddie rides. Also present was Capt. Everett Webster's Mobile Marine Museum.

The Al Martin Agency of Boston booked in the Torelli Family Dog and Pony Circus, Torelli's Liberty Horses, Chief Thunder Cloud and his Indian troupe, the Four R's, and Dick Sullivan, "The Smiling Irishman," as emcee.

## Michigan Jumps

• Continued from page 50

from \$1.50 to \$5.50 against \$1.10 to \$5.50 in '54.

The Coliseum, used for stock shows in midweek, returned to an entertainment policy for the final three days under the direction of Don Ridler. Headlined were Frankie Laine, Ella Fitzgerald, Fontane Sisters, Roy Tracey, Pete Rubino Combo, Honey Brothers, Kirby Stone Quartet, Mills Brothers and Herscheil Leib's ork. The show drew 25,366 with a gross of \$33,612.04 in three days. Total attendance at the shows in the building was 72,922 compared with 66,666 a year ago.

The Colonel Amos Selby Rodeo, augmented by Annie Oakley (Gail Davis) and the Cass County Boys, closed Saturday, losing its final performance to the rain. Attendance for 18 performances, including three on Labor Day, was 38,624 with a gross of \$37,230.92. In '54 the figures were 32,602 and \$34,329.58.

Sunday evening the Canadian Daredevils auto thrill show drew 1,376 and a gross of \$1,735.48, compared with 1,504 admissions and \$1,671.83 registered by another thrill show last year.

## Reading Ahead

• Continued from page 50

night entertainment Monday thru Saturday. It drew good crowds.

The "Miss Reading Fair" contest continued as one of the most popular features staged here. Other grandstand entertainment included Jack Kochman's Hell Drivers on opening Sunday afternoon and Joie Chitwood's Hell Drivers this afternoon. Grand Circuit harness racing was presented on Monday thru Friday afternoons.

Space, as usual, was at a premium. The Cetlin & Wilson Shows were running well ahead on the midway.

The event was again well publicized with all media generous in their treatment of the offerings of Russ Moyer, publicity chief.

## STRATES BOOSTS TAKES AT YORK

Earnings Keep Pace With Gate Gain; Fair Midway Earnings Top 130G

YORK, Pa., Sept. 17.—Business ran well ahead of last year for the James E. Strates Shows at the York Interstate Fair here this week, keeping pace with an overall attendance gain, and despite

the fact that creation of new paved midways made possible the sale of additional concession space.

The show got off to a splendid start on opening Tuesday (13) when thousands of kids and many parents showed up as the result of the distribution of more than 50,000 free tickets thru schools. A number of concessionaires judged the day as being one of the biggest in memory. Fair officials confirmed the impression.

Fair President Samuel S. Lewis, after surveying the scene, opined that many of the operators probably got off the nut on opening day. There were many optimistic reports of business done on this day.

### New Midways

The huge, crescent-shaped midway area, which stretches half way around the grounds, was further expanded this year by the addition of new paved areas leading to and from the new coliseum-exhibition hall. At least \$130,000 will be realized by the fair from the sale of concession space and fees paid by the Strates show.

The Tuesday opening gives the Strates organization time to get all units operating altho the move from Syracuse, N. Y., and the State Fair there, is not an easy one.

The Strates show has had a good season. Its fairs have been very good with the weather aiding all the way. Constant juggling of the still date route resulted in a string of early dates that reportedly were, considerably better than those played by most other Eastern shows.

The Strates organization was a full force here with Allan Travers, general agent, and L. Harvey (Doc) Cann, manager, on hand.

## Prell Claims Fair Biz Up At Most Dates

GOLDSBORO, N. C., Sept. 17.—Fairs for Prell's Broadway Shows were reported as very satisfying this week by Sam Prell, despite a couple of minor setbacks. One of the best weeks was the one in Annadale, Va., where the show played the Fairfax County Fair for the first time. Prell reported signing a three-year pact for the date with promoter Ted Christensen.

Some 70,000 paid admissions were claimed for the fair, which also featured Capt. Jimmy Jamison's high dive and Tony Vitale's fireworks.

Prell's fairs started July 25 at Harrington, Del., where business was up slightly despite rain on Saturday and three days of temperatures over 100 degrees. Also, Nazareth, Pa., up 10 per cent; Bedford, Pa., even with 1954 despite two days of rain; Carlisle, Pa., up 10 per cent despite two days of rain; Cumberland, Md., up 30 per cent.

## Chatham Fair Big One for Continental

TRUMANSBURG, N. Y., Sept. 17.—Good weather has graced the fairgrounds here for the Continental Shows engagement, which started following a week at Worcester, Mass., and the show's Labor Day date in Chatham, N. Y.

Chatham was surprisingly good for the show, with at least a third more concessions than in the past. The concentration along the front end was believed to have resulted from uncertainty about what kind of business the flood-stricken Connecticut and Massachusetts fairs would have.

There was some concern because of a change of dates by the nearby fair in Schaghticoke which now runs concurrently with Chatham, but both annuals had a good week. Chatham's officials said the attendance was an all-time high.

## Polio Cuts Down Kids, WOM \$\$ at Brockton

BROCKTON, Mass., Sept. 17.—A spell of good weather—a rarity at several recent runnings of the Brockton Fair—was pretty much wasted this week as far as the World of Mirth Shows were concerned.

The fair ran on schedule despite a week-long polio epidemic in the drawing area. Children's day was canceled in advance of the fair in accordance with the advice of city health officers. In addition, parents were advised to keep their youngsters away from the event.

Children continued to show on the grounds thruout the week but their numbers were considerably under those of former years. There was evidence, too, that many

adults also avoided the event because of the polio scare, even tho older persons are judged less susceptible to the disease.

### Units to Allentown

The World of Mirth eliminated many of its units for this spot in anticipation of a business decline. The units withheld from here were shipped directly into Allentown for the fair there from Rutland, Vt. This move will make it possible for the show to set up a complete midway operation at the Allentown event in time for the usually big prevue crowds tomorrow night and Monday.

While considerable equipment

## Conklins Top \$500,000 At CNE for New Record

Kiddieland Grosses 60G; Scrambler Bags 16G; Coaster Has \$7,434 Day

TORONTO, Sept. 17.—The Conklin midway achieved an all-time high gross of slightly over \$500,000 at the recent 14-day Canadian National Exhibition here, J. W. (Patty) Conklin disclosed this week. The previous high was \$479,000, set last year.

The record-smashing gross was scored despite a drop of 10,500 in the CNE's gate, rain that fell spasmodically the first week, cold nights the second week, and heavy rain the final night.

A large number of new records were set by individual units. The Kiddieland grossed slightly in excess of \$60,000, an all-time peak. The Roller Coaster hit a one-day high of \$7,434.65 on the Saturday before Labor Day.

Of the standard rides, the Scooter, going at 25 cents, was the top money-getter, bagging \$23,366.25. The two Ferris Wheels accounted for \$19,339.65 with the Wheels operating at 15 and 25 cents.

The Scrambler had a notable

run. It grossed \$16,281.50 with a 25-cent price and topped \$2,000 on its biggest day. Conklin was elated over the ride's performance, saying, "It has the greatest appeal for repeat rides of anything we've ever had."

The Twister, operating behind 15 and 25-cent prices, piled up \$9,642.80 and grossed \$1,400 on its biggest day.

Mickey Hughes' Hot Rod Ride, going at 25 cents, was given a whopping \$16,822 gross.

Of other notable grosses, Laff in the Dark contributed a \$22,924.50 take. Among the live talent shows, Harry Seber's Girl Show turned in the biggest take, followed in order by Pete Kortess' Side Show, which bagged \$4,000 more than it did last year, and by Alfie Phillips' water show.

The Conklin Shows moved this week to the Western Fair at London, Ont., where during the fair's early days it was given ideal weather and business sharply higher than last year, with Monday's take double that for the corresponding day last year; Tuesday up 10 per cent and Wednesday 25 per cent.

## Wade Rides, Shows Gross Record 286G At Detroit Fair

Increased Gate, Free Spending Push Takes to All-Time High

DETROIT, Sept. 17.—The W. G. Wade Shows, playing the Michigan State Fair for the fourth consecutive year, set an all-time gross of \$286,543 for 10 days, topping the show's own record set last year of \$212,275.04.

The figure could have topped the \$300,000 mark except for the virtual loss of Saturday (10) to a heavy storm that flooded the midway for several hours, cutting that day's take to \$15,229.56, one of the lightest days of the run.

Several factors entered into the record gross. Economic conditions

in the automobile industry made for bigger spending, fair's attendance was up almost 8 per cent, and a line-up of attractions, including many new rides, all aided in the whopping business.

The heavy line-up of 43 rides, including 18 kid units, plus a strong array of shows and big emphasis on youngster patronage was perfectly timed in view of the big turnout of kids and no apparent scarcity of money in the Motor City area.

The record gross includes ride and show figures only, since no games are permitted on the grounds, and was verified by the fair's auditing department.

Topping the ride list was Don Dowis' Sky Wheel, which took in \$23,308.50, closely followed by the Velare's Rotor with \$20,984.25, slightly behind the \$21,500 it grossed here in '54. Other leading money winners were Harold Lucas Scrambler, \$11,530.20; Earl Ingall's Twister, \$9,001.55; Eph Glosser's Round-Up, which was out of operation one day because of a valve breakdown, \$8,047.30, and A. G. Garvin's Octopus, \$8,025.70.

On the back end, Chuck Renton's Eeka topped the units, taking in \$11,466, bettering its own \$9,000 collection last year. Roland Porter's French Casino was next with \$10,530.94, followed by Joe Sciortino's minstrels, \$10,386.38; Arnold Raybuck's two-headed bull, a ding show, \$9,086.52; Halls and Leonard's Side Show, \$6,442.75, and J. D. Beemer's Justice Colt, a popular show with the youngsters, \$6,298.50.

## Gooding Gross Rises Sharply At Knoxville

KNOXVILLE, Sept. 17.—The Gooding Amusement Company unit handled by Hal Eifort was well on its way here Friday (16) at the Tennessee Valley A. & I. Exposition to eclipse its ride and show gross of last year.

Going into the fifth day of the six-day event, the Gooding take was 27 per cent higher than at the same point last year and indications were that this pace would be maintained thru the wind-up tonight.

Seventeen major rides, 12 kid rides and 19 shows are in the line-up.

During the first four days the Scrambler was the biggest money-getter among the rides, with the Hurricane second and Teo Zaccchini's Bagdad, dark ride, third.

Three shows, Lash La Rue's Western Show, "Dancing Waters" and the Revue managed by Joy Purvis, were closely bunched in the scramble for top-grossing honors.

The Teeter-Copter, made by the Pee-Wee Valley Amusement Company, Cincinnati, was reported as the biggest grosser of the kiddie rides.

## Weather Aids C&W At Reading Event

READING, Pa., Sept. 17.—A winning streak of fair dates continued this week for the Cetlin & Wilson Shows here. Principal factor was the generally excellent weather which prevailed thruout the run, in contrast to the loss of several days a year ago to rain.

The show trained in here from Indianapolis where it exceeded its former top gross to set a new high. Before that the show racked up click runs at the Missouri State Fair, Sedalia, and the Ionia (Mich.) Fair.

Despite the long run from Indianapolis the show was up and ready to go here late Monday. The crowds were good and steady thruout the week and unit operators on

the midway were especially happy with the turn of events at fairs, particularly after a somewhat sparse still date season.

The show jumps into the South from here for a long string of dates beginning at Richmond, Va., and ending at Jacksonville, Fla., a new event for the show. A continuation of good business at the Dixie dates, and the season will add up much better than was thought possible in late summer.

The concession line, operated by Bill Moore with Claude Sechrest, has also done well. Fairs are well ahead of last year. The multiple units here, including the considerable space sold by the show, make pickings comparatively slim, however.

## ACA SETS NEW LOUISVILLE HIGH

Tops Own '54 Mark by 28% in Fair's Last Run on Grounds Used Since 1908

LOUISVILLE, Sept. 17.—The Amusement Company of America made history at the eight-day Kentucky State Fair which closed tonight. It set a new record gross for the fair in what was the fair's last run on grounds it has used since 1908. Next year the fair will shift to a new 400-acre plant now under construction.

The ACA show threw into action the biggest array of rides and shows ever presented here. It had so many rides that Manager Paul Olson set up a second midway a block from the major fun zone. He worked five rides and some

games concessions in the new area.

The ACA's multi-unit line-up was the chief reason for the record business. Contributing factors were the fair's own record attendance, up about 3 per cent from the previous peak, and ideal midway weather.

Going into the final day, the ACA show had piled up a seven-day gross that surpassed that for the full eight days last year, when it finished with an all-time record to that point. The show was given whopping business tonight and better-than-satisfactory business in the afternoon. The final count of the day's business was expected to put the gross for the full run about 28 per cent higher than last year.

For the ACA, the fair was the fourth of the season at which it registered better business than last year, Chippewa Falls, Wis.; Anderson, Ind., and the Illinois State Fair, Springfield, all having shown sharp increases over 1954.

At the other fair played thus far, the Iowa State Fair, Des Moines, the show succeeded in holding its business to last year's excellent levels, tho the fair's gate was down from 1954, a bumper year for the fair because of its centennial observance and a personal appearance of President Eisenhower.

### Roxanne Paces 'Em

Top-grosser of the shows here was the revue headed by Roxanne. Del Crouch's Motordrome was second, and Art Converse's Side Show, third.

"Dancing Waters," which had a

(Continued on page 60)

(Continued on page 60)

**CRAFTS 20 BIG SHOWS, INC.**  
 NOW BOOKING  
**SHOWS AND CONCESSIONS**  
 FOR THE FOLLOWING FAIRS  
**FRESNO DISTRICT FAIR, FRESNO, CALIF.**  
 SEPT. 30-OCT. 9 INCLUSIVE

Attendance 300,000. Uptown location. Plenty of parking space. Hurry for the good locations.  
 HANFORD, OCT. 12-16—RIDGECREST, OCT. 12-16  
 FIREBAUGH COTTON CARNIVAL, OCT. 19-23  
 YUMA, ARIZ., OCT. 19-23—BLYTHE, OCT. 26-30

**ARIZONA STATE FAIR**  
 NOVEMBER 4-13—SPACE \$15 PER FOOT

Roy Shepherd, our Ride Supt., can use Foremen and Second Men for most all rides. Also a few Women Ticket Sellers. Extra mileage pay for licensed Semi-Drivers. Contact Mr. Shepherd at once.  
 PHONE, WIRE OR WRITE AS PER ROUTE OR

**CRAFTS 20 BIG SHOWS, Inc.** 7283 Bellaire Ave., No. Hollywood, Calif. Phone: Popular 5-0909



**THE BIG ONES**

**LEE COUNTY AGRICULTURAL FAIR**  
 Sanford, N. C., Sept. 26-Oct. 1

**GOLDEN BELT FAIR**  
 Henderson, N. C., Oct. 3-8

**SUMTER COUNTY FAIR**  
 Sumter, S. C., Oct. 10-15

And Other Top Fairs Until November 12

Can place Concessions, Hankies of all kinds, Eating and Drinking Stands, Hats, Ball Games. SHOWS—Grind Shows, Acts for Marie LeDoux Side Show and Funhouse Operator. HELP—Fly-o-Plane Foreman, Second Men on all Rides. Must be licensed and drive somis.

Address John Vivona, Leaksville, N. C., this week

**CONEY ISLAND ROAD SHOWS**

**WANTS**

**5 SENSATIONAL FREE ACTS**

FOR WINTER BOOKING IN CUBA, DEC., '55, THRU APRIL, '56.

Send photos and press. Miss Luxem—Zacchini Double Cannon, please contact.

ALSO WANT OUTSTANDING SHOWS & ATTRACTIONS. Write

**GENE BEECHER, Gen. Mgr.**

BOX #1123, SOUTH MIAMI 43, FLA.

Phone MIAMI: MOHAWK 7-3217



**JAMES E. STRATES SHOWS**

CAN PLACE FOR OUR SOUTHERN ROUTE OF CLASS A FAIRS, ALSO FOR OUR FLORIDA WINTER FAIRS

RIDES—Scrambler or any new ride that does not conflict.  
 SHOWS—Money-getting Shows with own outfits.  
 HELP—Wanted Chorus Girls, Sister Teams, Boss Canvasman and Ticket Sellers for our "Broadway to Hollywood" Revue.  
 Want Boss Canvasman and Canvasmen and Ticket Sellers for Dancing Waters.  
 Also Spitfire Foreman and Ride Help in all departments. Tractor Drivers.

All address  
**JAMES E. STRATES**  
 Shelby, N. C., week Sept. 19-24.

**WANTED FOR THE THREE BEST FAIRS IN THE SOUTH**

These Are Bona Fide Fairs, No Promotions

**Anniston, Alabama**  
 Sept. 26-Oct. 1

**Griffin, Ga.**  
 Oct. 3-8

**Thomason, Ga.**  
 Oct. 10-15

Concessions—Hi-Striker, Long Range Gallery, Live Ducks, Pitches and all Concessions that work for stock.

Shows—Monkey Show, Motor Drome or Monkey Drome, Wildlife, Illusion, Mechanical City, Dog and Pony Show, Side Show, Minstrel or any clean Show with own outfit. (No Girl Shows or Sex Shows.)

All replies to **JOHN T. TINSLEY, Newnan, Ga.**

**STRONG LURES**

**'Pajama', Grid Sked Top Dallas Line-Up**

Continued from page 45

of Distinction" award have included the chairman of the board of Time, Inc., the president of the Chrysler Corporation and the president of Standard Oil of New Jersey.

The fair's Distinguished Negro Citizen award will go to Brig. Gen. Benjamin O. Davis (USA, Ret.) of Washington, first Negro to attain the rank of general in the U. S. Army. General Davis will receive his award on October 17, Negro Achievement Day at the fair.

**Exhibits**

Exhibitwise, the Dallas expo looks forward to the most impressive and newest-looking spread its ever had to offer.

Electric Show will feature an "automatic kitchen," which takes practically all of the work out of preparing a meal. The Southwestern Bell Telephone Company will feature its direct long distance dialing system; winners of demonstration calls will be able to dial direct to telephones in over 3,300 cities across the nation. Telephone company also will exhibit the Bell Solar Battery, which converts sunshine into electrical energy, and a "working" model of "Nike," the guided missile which can seek out and destroy aircraft.

An International Theater has been constructed in the General Exhibits Building adjacent to the International Center, where nine foreign governments will have exhibits. The theater will house a movie-size screen on which color television will be projected. When television is not being aired, travelogs of countries represented at the fair will be shown.

**Model Rooms**

Another feature of the International Center will be a series of model rooms decorated by William Parker McFadden Associates of Dallas with furnishings and art objects collected on a world-wide shopping tour. The rooms will be decorated with a view toward showing how objects from over the globe will fit into a contemporary Texas decor.

In the Women's Building, two other model rooms will be on display—an ultra-modern penthouse dining terrace and a replica of a 17th Century colonial kitchen. Decorating will be done by the Dallas Chapter of the American Institute of Decorators.

Cued by current interest in uranium prospecting, a geological survey firm will have a do-it-yourself uranium exhibit, where fair-goers can test rock samples to see if they have discovered uranium in their backyards.

**Auto Show**

Fair gets a good break on the 39th Southwestern Automotive Exposition, to be presented in the Automobile Building, largest exhibit hall on the fairgrounds. Most car-makers will be able to show their 1956 models and one will unveil his new model right in the middle of the fair. Again there will be the various experimental and "idea" cars of the various manufacturers.

Remington Rand will install a Univac unit in the General Exhibits Building and the electronic "brain" will calculate each day's attendance and the fair's total attendance on cards to be passed out to fair-goers. Information about daily attendance at previous fairs will be "stored" in the machine's "thinking mechanism."

**Grid Sked**

Fair has four college football games and a passle of pee-wee junior high and high school games scheduled in the Cotton Bowl during the 16 days and 17 nights of the exposition.

Southern Methodist takes on Missouri in SMU's first home appearance of the season Friday night, October 7, after playing Notre Dame and Georgia Tech away from home. The following day, Saturday, October 8, the Texas-

Klahoma classic will be played. The stadium's 75,504 seats are already sold out for this game. Saturday night, October 15, SMU plays Rice in SMU's first Southwest Conference game. A good crowd of perhaps 60,000 is anticipated for this game since SMU and Rice are rated one-two in the conference and the winner of the game could conceivably go on to take the title. Prairie View A&M and Wiley College play Monday night, October 17, in a revival of the traditional Negro college rivalry. There will be junior high and high school games October 17, 20, 21, 22.

**Preview**

The fair departs from its customary Saturday morning opening time this year for the first time and will open its gates at 5 p.m. Friday, October 7, preceded by a parade thru downtown Dallas at 3 p.m.

Gate admission prices will remain the same as in previous years—60 cents for adults, 30 cents for children under 12 and 75 cents for parking automobiles.

**Attractions**

Attractions at the 1955 fair include 24 performances of "The Pajama Game" musical comedy in State Fair Auditorium. House seats 4,285 and show has a \$4.80 top. "Ice Capades" plays 24 performances in the 5,500-seat Ice Arena with a \$3.30 top. Joie Chitwood thrill show will play 25 performances in front of the grandstand with ticket prices ranging downward from \$2.

Midway shows again will be brought in by Clif Wilson. Sky Wheels will be on hand again, and two new rides will be introduced, the Twister and the Scrambler. "Dancing Waters" will return for its third year.

Twice daily free acts to be presented on the Magnolia Midway stage feature Les Arrigonis and Les Kirmris, both aerial acts.

Mark Wilson, Dallas TV magician, will give over 100 free performances during the fair in the Dr. Pepper Theater Building. The Spitz Planetarium at the Dallas Museum of Fine Arts will present showings five times daily at 25 and 50 cents.

**Photo Display**

Fine Arts Museum also will feature "The Family of Man," the fabulous collection of photographs assembled by Edward Steichen for the Museum of Modern Art in New York. Exhibit of 503 photographs from 68 countries has arrived in Dallas from Minneapolis and the exhibition is being assembled.

Photo display and the 17th Texas Painting and Sculpture Exhibition together will occupy all available gallery space at the Fine Arts Museum. Texas Press Photographers' exhibition, usually held in the museum, is being moved to the lobby of the Ice Arena.

Other fairgrounds museums—Health Museum, Hall of State and Museum of Natural History—all are planning special exhibits for the fair.

A special closed circuit color television show which can be seen only on TV sets at the fairgrounds and on the big screen in the International Center has been scheduled for 7:30 p.m. nightly. Some afternoon performances may also be scheduled on bigger days. RCA will have its mobile color TV unit based at the fairgrounds thruout the fair and the two Dallas TV stations will telecast several shows daily in color from studios being built in the Agriculture Building.

Fair is launching something new in livestock phase of exposition. Four days following Pan-American livestock Exposition, which ends October 16, will be devoted to a "center" in the cattle barns, where breeders can shop for good foundation stock. All sales will be by private treaty, with the fair merely providing the facilities.

# MIDWAY CONFAB

Jimmie (Carmen Lee) Hilyard, en route to Kansas State Fair, renewed acquaintances in Western Kansas with Lisa Del Mar and her troupe, including Carmel Del Rio and Terry Lane.

Paul Greeley, secretary of the Michigan Showmen's Association, was at the Saginaw (Mich.) Fair, visiting with John Mulder, concessionaire.

H. A. (Big Six) Bouck has been discharged from Veterans' Hospital, Albany, N. Y., where he recently underwent an operation. He reports that he will complete his fair commitments in Connecticut and then go to Florida for the winter. His son, Harold, came on from Utah, and another son, Bobby, from Miami to assist Pappy in the operations.

Gilda Lee, annex attraction, has left Preacher Monroe's Side Show to return to the night club circuit. . . . Larry Martin and other members of Col. Lew Alter's Side Show, after visiting Maryland State Fair, enjoyed a week's vacation at Hagerstown, Md.

Dick Dillon and his Mechanical City chalked up a record breaking engagement at the Michigan State Fair in Detroit. According to Dillon, he about broke all previous records in all the years of exhibiting his Mechanical City. He also reported good business at the fairs at Muncie and Warsaw, Ind., and Escanaba, Mich. His business is far ahead of last year at this time. He will play the Mid-South Fair at Memphis and the State Fair of Texas at Dallas under Cliff Wilson's direction.

James H. Drew Jr., owner of the show bearing his name, posts that Al (Fuzzy) St. Johns and his troupe visited the midway at Pennington Gap, Va. . . . Mr. and Mrs. Chief Little Wolf, of Merriam's Midway Shows, announced the birth of a daughter, Debbie Sue, September 8 in Sioux City, Ia.

Mrs. Carl Little was guest of honor at a recent birthday party

held in the gal show top of Johnny's United Shows. . . . Eddie and Florette Hall, also of the organization, are enjoying their new American house trailer. . . . Tommy Kelley, son of Mr. and Mrs. Loyd Kelley, left the show to resume his schooling in Miami where he will stay with his aunt, Mrs. Bob Gore, formerly with Geren's shows. Loyd Kelley handles concessions and is agent for The Billboard.

Van Stokes is back at his home at 2135 California Avenue, Long Beach, Calif., after being released from a hospital there. Sadie Anderson of the Ringling show visited him recently. . . . Caroline Carl Gambrell, tattooed man and tattoo artist, rejoined Gold Medal Shows after visiting relatives in South Carolina.

Ben Morrison, left Detroit to visit the California State Fair, followed by a trek to Reno and Las Vegas. . . . Jack Dickstein, executive secretary of the Michigan Showmen's Association, left to visit his wife's grave at McKeesport, Pa., followed by a visit with his family at Philadelphia. Charles Schimmel returned to Detroit to reopen the clubrooms.

Mrs. Flonnie Ayers has returned to her home in Mobile, Ala., after visiting her husband, C. W. (Bob) Ayers, concessionaire on the United Exposition Shows. . . . Betty-John Cook, who for many years had the Side Show on the Great Sutton Shows, is now in journalism. At present she's working on a book based on the life of blues singer Ma Rainey. She's anxious to contact some of Ma's old minstrel people who may contact her at 1303 62d Avenue, S. E. Washington, 27.

Edward K. Johnson became a great-grandfather September 5 when his granddaughter, Marion Boccella, gave birth to a girl in Germantown (Pa.) Hospital. The infant was named Glenda. Johnson has been working pen sales in drugstores in Niagara Falls, N. Y., Erie, Pa., Williamsport, Pa., and Philadelphia.

Ethel Weinberg dropped in at the fairs in Reading and York, Pa., to drum up business for the National Showmen's Association. Latest members are Nate Kramer, Frank Genevich and Samuel Ross, sponsored by Morris Batalsky, and Abraham E. Wolfert, Louis Wolinsky, Frank Hekker and Nicholas Sylvester, sponsored by Charley Davenport. Recent NSA visitors were Isidor Biscow, Barney Paer, Sam Bibring, Joe Gilbert, Dave Brown, Charles Buchbaum, Morris Glass, George D. Hensley, Charles Young, Morris Black, Jack Stern, Sam Walker, Danny Thaler and Joe Agule.

J. O. Barbee, Detroit, has purchased Mr. and Mrs. Dick Taylor's foot-long hot dog stands which have been having some banner weeks on Coleman Bros.' Shows. Mr. and Mrs. Mack Wick, Tampa, are operators of the No. 1 concession. The Taylors report the recent death of their dog, Charcoal, who died of a kidney infection.

Frank Forrest, ride superintendent and electrician on the Continental Shows, is buzzing around the lots on a newly-purchased motorcycle.

Among the top-grossing units at the Canadian National Exhibition on the Conklin-booked midway were Harry G. Sever's two Girl Shows.

# GOLD MEDAL shows

WANT FOR ANDERSON, S. C., FAIR NEXT WEEK; FOLLOWED BY PETERSBURG, VA., FAIR

- CONCESSIONS** Hanky Panks of all kind, Bear Pitch, Glass Pitch, Bird Pitch, Ice Cream, Sno Dip, Grabs, Six Cats, Buckets, Swingers, etc.
- SHOWS** Want Organized Minstrel Show. Have beautiful complete frame-up for same. Speedy, answer. Glass House, Funhouse, Monkey Show, Wildlife and any nicely framed Grind Show.
- RIDES** Can use Dark Ride and Scrambler or any non-conflicting Rides.
- HELP** Can use Ride Men for 20 major and 15 Kiddie Rides. Clyde Davis wants girls for two Revues. Guaranteed all winter's work. Have Army Camps booked.

Wire **JOHNNY J. DENTON**, Bedford, Va., Fair, this week

# PRELLE'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

- WANT FOR** Rocky Mt. Fair, Rocky Mt., N. C., Sept. 26-Oct. 1; Great Frederick Fair, Frederick, Md., Oct. 3-8; Greenville, N. C., to follow Oct. 10-15.
  - WANT FOR** Cook House for balance of season, Eating and Drink Stands, Hanky Panks, Derby Racer, Age and Scales, Novelities, Cat Racks, Bear Pitches. **LOU HYMAN, CONTACT.**
  - SHOWS:** Girl Show with or without equipment, Grind Shows, Fun House, Glass House.
  - RIDES:** Octopus, Round Up, Twister or any Ride that does not conflict, Dark Ride.
  - HELP:** Ride Help, pay every week plus bonus, Mechanic with tools who can take care of fleet.
- All answer **SAM PRELL**, Concord, N. C.

## WANTED FOR

# PARK AMUSEMENT COMPANY

### RIDES, SHOWS AND CONCESSIONS FOR 1956

**LOUISIANA FAIRS, TAKE NOTICE** — We have the greatest proposition for fairs for 1956. Do not book until you contact us. We have one carnival with 35 rides, another with 17 rides.

Also two great indoor shows to be presented this winter, starting Nov. 15.

Want to hear from Jewelry, Popcorn, Ice Cream, Bingo, Pitch-Till-You-Win, Hoop-La and a few other concessions that work for stock. Also Mitt Camp with 3 Readers.

We play 12 of the best spots in America starting November 15.

**Contact CLIFF LILES, Mgr., Park Amusement Co.**

Box 675 Lake Charles, Louisiana

P.S. Bill Pink, contact me, also William Chalkias and anyone who knows me.

# THE GREAT DANBURY FAIR

OCTOBER 1 to OCTOBER 9 INCLUSIVE. 2 SATURDAYS—2 SUNDAYS

## WANT SHOWS

Side Show. Must be good looking front and have the goods. Exclusive to right party. Also Fun House, Glass House, Monkey Show, Snake Show, Last Supper.

Real Good Fair for shows as midway is not overloaded with too many attractions. Will give preference to anything new and novel. Get in touch at once.

Will be at Danbury Fair Grounds week before Fair opens. Write or call now:

**PHIL ISSER, GEN. MGR., I. T. SHOWS**

1916 Avenue K, Brooklyn, N. Y. Phone: SHeepshead 3-2702

**Live and Travel With a**

## SELLHORN SHOWMEN'S SPECIAL

A rugged 27-ft. tandem, one or two BR—has everything including fireproof safe. \$2,984 delivered. 25% down, 7-year 5% plan available. Write, phone or visit

### SELLHORN'S

Sarasota, Tampa, Miami, Fla., or Lansing, Mich.

**NOTICE**  
Now is the time to run ahead on your winter payments so we can help you next spring, if necessary.

**Raymond Sellhorn**

**Thank You**

**P. J. (PADDY) FINNERTY**  
Legal Adjuster, King Reid Shows, for your new Buick Roadmaster purchase.

"Save Money With Johnny"  
**JOHNNY CANOLE**  
Altoona, Pa.  
Phones 9347 or 3-0003

**WANT TO BUY**

**Kiddie Turtle (Bug) Ride**

All first letter—no junk.

**F. W. NELSON**  
1212 E. Almeria Phoenix, Arizona

**WANTED TO BUY**

Five or more Dark Ride Cars. State price and where they can be seen. Write

**O. M. YORK**  
P. O. Box 224 Milan, Ind.

**FOR SALE**

Eli No. 12, 1950 Model, steel seats, original crates, ticket box. This Wheel perfect, \$5,500. Now operating. Transportation if wanted. No letters answered. Address:

**TURNER SCOTT**  
Kingstree, S. C., this week; Manning, S. C., follows.

**Ralph R. Miller Shows**

### WANT

Little Beauty Merry-Go-Round Foreman and General Help. Can place any Stock Concession, \$20.00 week. Have 3 LeRoi 25 kw. Light Plants for sale, \$750.00 each; one 45 kw. Diesel on Semi Trailer, \$3000.00; delivery at once. Krotz Springs, La., week Sept. 19; Melville, La., week Sept. 26.

**\$100 REWARD**

For information of 3/4 Ton Chevrolet 1954 Pick-Up; color Green, had Tour-Aid trailer hook-up; Maryland license 7392-EJ—Serial No. J-54-B-003490. Reg. in name of Joseph Gallagher. All information confidential.

**JERRY GERARD**  
MARYLAND BAZAAR CO.  
Leonardtown, Md., Fair week Sept. 19; La Plata, Md., Fair week Sept. 26.

**FOR SALE**

Eight Tub Octopus, Eight Car Kiddie Auto Ride, Electric Train, with Trucks and Trailers in good condition. Can be seen at Orion, Ill., September 23-24.

**HESS RIDES**  
601 Union Arcade Bldg., Davenport, Iowa  
Tel.: 3-2414

**PARRAKEETS**

YOUNG, ASSORTED COLORS, \$1.25 EA.

Finches, Rice Birds, Canaries, etc. Shipments daily. Cash with order.

**BIRD WONDERLAND**  
15648 Ventura Blvd. Encino, Calif.

## ANDERSON, S. C., FAIR

**WANTS FOR WEEK OF SEPT. 26**

Legitimate Concessions of all kinds. Gadgets, Pitchmen, Ball Games, Pitches of all kinds, etc. Contact

**I. V. HULME, Seey.**

Anderson, S. C., Fairgrounds Phone CAnal 5-7981

**WANT RIDES AND HANKY PANKS**

FOR THANKSGIVING FESTIVAL, NOV. 21-26

At new Rosemount Colored Park, Phenix City, Alabama. Only colored park in area. Large drawing from Columbus, Ga., and Fort Benning. Will have other dates open for Minstrel Show.

**J. M. CHAPMAN**

Box 348 Phenix City, Ala.

# THE MIGHTY GEM CITY SHOWS

TUSCALOOSA COUNTY FAIR, TUSCALOOSA, ALA., STARTING SEPT. 26

SIX BIG DAYS AND NIGHTS—TWO GIGANTIC KID DAYS

ONE OF THE SOUTH'S OUTSTANDING FAIRS—162,000 PAID ADMISSIONS LAST YEAR. A RAILROAD SHOW HAS ALWAYS BEEN USED AT THIS DATE. TO BE FOLLOWED BY 7 MORE TOP SOUTHERN DATES.

ETOWAH COUNTY FAIR, Attalla, Ala., Oct. 3-8  
COOSA VALLEY FAIR, Rome, Ga., Oct. 10-16

SOUTHWEST GEORGIA STATE FAIR, Albany, Ga., Oct. 17-22  
NORTHEAST ALABAMA STATE FAIR, Anniston, Ala., Oct. 24-29

THEN THE BIG ONE—THE TOP DATE OF THE SEASON

## ★ SOLDIERS' FAIR, FORT BENNING, GA.—INSIDE ARMY INSTALLATION ★

FOLLOWED BY SELMA, ALA., COTTON FESTIVAL AND THE GULF COAST FAIR IN THE HEART OF DOWNTOWN MOBILE, ALA. THEN A LONG WINTER'S TOUR AT SOME OF FLORIDA'S OUTSTANDING FAIRS AND CELEBRATIONS. SPACE LIMITED. JOIN NOW TO ASSURE BOOKINGS FOR BALANCE OF SEASON.

### CONCESSIONS

Want Derby, Snow Cones, Ice Cream, Jewelry, Pronto Pups, Grab, Water, String and Ball Games, African Dip, Cookhouses, Popcorn, Age and Scales, Candy Floss, Bear Pitch, Glass Pitch, Long and Short Range, High Striker or any Concessions that work for stock. Have openings for Demonstrators and Gadget Workers.

### MOTORDROME

Want to book Motordrome for balance of season, must have own equipment. (Art Spencer or other capable operators, get in touch immediately.)

### CONCESSION HELP

Want Bucket Agents, Six Cat Agents and other useful Hanky Pank Help, come on.

**THOMAS D. HICKEY or SAM GRECO**  
(FAIRGROUNDS) MERIDIAN, MISS. (PHONE: 9120)

### FERRIS WHEEL

Will book another Ferris Wheel or Twin Ferris Wheels for balance of season. Good proposition for right people.

### RIDE HELP

Want Second Men on all Rides, must be licensed Semi Drivers. Also want Foreman for Screwball. Want Front Gate, Light and Power Man. Long season.

### KIDDIE RIDES

Will book a set of Kiddie Rides for balance of season. Kiddie Ride Operators and others who have been with us before, get in touch; long season.

### RIDES

Want Now—Round-Up, Scrambler, Caterpillar, Roll-o-Plane, Fly-o-Plane, Rock-o-Plane or any other Major Ride not conflicting.

### SHOWS

Want Mickey Mouse, Glass House, Fun House, Big Snake, Little Horse-Big Dog, Illusion or any Ding or Grind Shows of merit.

Hedy Jo Starr wants Girls for Girl Show and Performers of all types, including Band, for Minstrel Show.

### SIDE SHOW

Will book well-framed Side Show with own equipment that is capable of getting money at these spots. (Bill Chalkios, Hall & Leonard, Jimmie Heron or any other capable operators, get in touch immediately.)

### PHONE OR WIRE

**DON GRECO**  
LAMAR HOTEL, MERIDIAN, MISS. (PHONE: 8161)

## RIDES FOR SALE

Cash Only—No Deals

Flying Scooter with transportation. 1951 No. 5 Eli Wheel with transportation. 16 tub Octopus with transportation. Rensselaer Train with two wheel trailer built for same. Horse and Buggy Kid Ride. Tractor and 10 car Auto Ride. 2-60 K.V.A. Louis Diesel Light Plants in 24 ft. Aluminum Trailer built for same, very reasonable and in A-1 condition.

All this equipment is clean and in top condition, up and running. Can be seen this week at Versailles, Indiana, Sept. 22 to 24; next week Aurora, Indiana, Sept. 29 to Oct. 1. Season ends. Can be seen at winter quarters Greensburg, Indiana.

W. R. GEREN

## SPACE AVAILABLE

Demonstrators—Pitchmen  
For the 2nd Annual

## TOLEDO FOOD SHOW

SEPT. 25-OCT. 2

Rates Reasonable. Good Promotion, Publicity Co-Operation WSPD-TV, Radio. Call or Wire:

## SPORTS ARENA

One Main Street Toledo, Ohio

## PARAKEETS

\$1.00 EACH

Shipped Daily—F.O.B. Los Angeles

**Durkee's Bird Farm**  
8967 E. Callatin Rd. Pico, Calif.  
Phone: OXford 9-5210

### Moore's Modern Shows

Can place sober Ride Foremen on Wheel, Octopus, Rolloplane, Merry-Go-Round, Chairplane; must drive semis. Place Shows, except Athletic, Girl and Side Show. Mug, Scales, other Hankys. Fairs until December. Littlefield, Tex., Fair this week; Andrews next. Carl Byers Bros.' Shows, our affiliated show, can place Concessions for Searcy, Ark., Fair next week; Wynne, Ark., this week.

### GEO. ISENHOWER

Needs Hanky Panks of all kinds and Shows for Marshall, Arkansas, Sept. 20 to 26; then Cotton spots to follow until Nov. 1.

BURKHART SHOW, UNIT NO. 2  
**GEO. ISENHOWER, Mgr.**

### Georgia Amusement Co.

CORRECTION: Forsyth County Fair, Cumming, Ga., this week, Sept. 19 thru 24; Franklin County Fair, Lavonia, Ga., next week, Sept. 26 thru Oct. 1. Will book legitimate Concessions of all kinds. Book Bingo on percentage. Book Wildlife, Jig Show, Snake, or what have you? We have all Fairs until Nov. 12. All replies: H. H. SCOTT, Cumming, Georgia, Fairgrounds

### BRADFORD PUMPKIN SHOW, INC.

Bradford, Ohio, October 11-15, 1955. No gambling or gypsies permitted.

Contact  
**P. C. MEEK, Sec.**  
Box 66 or Phone 3488-1

## ROYAL EXPOSITION SHOWS

Want for following fairs:

KINGSTREE, S. C., Colored Fair, September 26 to October 1.  
ORANGEBURG, S. C., Colored Fair, October 3 to 8.  
LOUISVILLE, Ga., Fair, October 10 to 15.  
VIDALIA, Ga., Fair, October 17 to 22.  
PEARSON, Ga., Fair, October 24 to 29.

CONCESSIONS: Want Hanky Panks of all kinds. Ball Games, Long and Short Range Galleries, Coke Bottles, Pitch-Till-You-Win and what have you?  
SHOWS: Want Side Show, Animal Show, Fun House and any Family Show.  
RIDES: Can use neatly framed Pony Ride.  
HELP: Can use Working Men in all departments who drive semis.  
All answer to Augusta, Georgia, this week; then as per route. Make your reservations for Orangeburg now.

## ALAMO EXPOSITION SHOWS

WANT FOR STEPHENVILLE, TEXAS, FAIR, SEPT. 19-24, AND FIVE MORE FAIRS TO FOLLOW IN TEXAS AND LOUISIANA

CONCESSIONS: Glass Pitch, Custard, Ice Cream, Long and Short Range Galleries, Novelties, Photos and all Hanky Panks. (Pug Stokes wants Bucket Agents.)  
SHOWS: Side Show, Motardrome or any other Show of merit with own equipment. (Joe Murphy wants Girls for Girl Show.)  
RIDES: Little Train, Boat Ride, Pony Ride.

All contact: **JACK RUBACK, Mgr.**

Stephenville, Tex., Sept. 19-24; Corsicana, Tex. (Fair), Sept. 26-Oct. 1; Baytown, Tex. (Fair), Oct. 4-8; Liberty, Tex. (Fair), Oct. 11-15; Sulphur, La. (Fair), Oct. 17-23.

## GIRLS

DANCERS, SINGERS, SPECIALTY ACTS, GIRL BANDS, WAITRESSES.  
TOP SALARIES. STEADY WORK.

Write—Wire

## TOMMY THOMAS

Club Mardi Gras Key West, Florida  
Phone after 9 p.m. nightly

## GIRLS GIRLS GIRLS

Can use Girls for balance of season with Gold Medal Shows. All winter's work guaranteed. Have Army Camps booked. Will work all winter. contact

**CLYDE DAVIS**

Gold Medal Shows, Bedford, Va., all this week.

## FOR SALE—RIDES—FOR SALE

16-car portable Auto Scooter Ride, in fine shape, latest style; can be hauled on two large Semi Trailers. Can be seen in operation at Blytheville, Ark. (Fair) this week, then as per route. Will release Ride on or about November 1. Also Allan Herschell Kiddie Auto Ride, Smith & Smith Kiddie Airplane and Kiddie Octopus Ride. All three Rides in good condition and can be seen in operation on Show as per route.

Contact **TIVOLI EXPOSITION SHOWS**

Blytheville, Ark. (Fair) this week; Bastrop, La. (Fair) to follow.

## BOB HAMMOND shows

WANT FOR SHRINE CIRCUS

Houston, Texas, November 2 thru 15

SHOWS OF MERIT. ALSO RIDES NOT CONFLICTING.  
PLEASE CONTACT AS PER ROUTE BELOW

Address: Temple, Tex., this week; then Crockett, La Grange, Caldwell and Pasadena. All Texas.

## FOR SALE



CHEV-TRACTOR—12,000 MILES—PERFECT FOR WALK THRU, OFFICE TRAILER, EQUIPPED FOR LIVING, 35 K.W. LIGHT PLANT, FULL REAR DOORS. COST \$20,000 TO BUILD AND EQUIP.

**\$3,500 SMITTY'S TRAILER SALES, INC. \$3,500**

6464 N. E. 2nd AVENUE

Ph 89-1812

MIAMI, FLA.

### WANTED FOR

JOHNSON COUNTY FAIR, Wrightsville, Ga., next week, followed by JENKINS COUNTY FAIR AND GOLDEN ANNIVERSARY CELEBRATION, Millen, Ga., Oct. 3-8. Matinee every day. This is a big event.

Hanky Panks of all kinds, Long and Short Range, Custard, Floss and Apples, Mug, African Dip, Novelties, two Girl Shows for Brunswick and Waycross, any Shows catering to families, Ride Foreman for Fly-o-Plane. Louie, come on.

## LEO LANE SHOWS

SPARTA, GEORGIA

GIVE TO DAMON RUNYON CANCER FUND

**ALLEN REPORTS:**

# Interest Builds Up In Dominican Fair

BROCKTON, Mass., Sept. 17.—Bernard (Bucky) Allen, general manager of the fun zone at the International Peace and Progress World's Fair which will be sponsored this winter by the Dominican Republic, reported a flood of inquiries resulting from the announcement of his appointment last week by George A. Hamid, managing director.

Allen said yesterday that interest in the event ran beyond all expectations. The response is expected to continue at a high rate for at least another week in view of the fact that many operators will only now be learning of the culmination of plans for staging

of the midway area at the Dominican event. The fair will be held in Ciudad Trujillo, the capital, from December 20 thru February 27.

An attractive feature insofar as concessionaires are concerned is the fact that all merchandise needed for operation will be admitted to the country duty free. Chartered ship space will be used to transport all equipment.

**125-Acre Site**

The fair, which will celebrate the 25th anniversary of the Trujillo administration, is the most extensive ever undertaken in Latin America. Twenty-two buildings and pavilions are nearing completion on the 125-acre waterfront site.

Three new luxury hotels are also scheduled for completion prior to the opening of the event. Several fine hotels are already located in the area but the expected influx of visitors would greatly overtax existing facilities.

Publicity for the event is now beginning to appear in American newspapers and periodicals. A lengthy story was carried in the Sunday (11) edition of The New York Daily News.

**SPEEDY ACTION**

## SLA Officers Cut Red Tape, Give Quick Aid

LINCOLN, Neb., Sept. 17.—Heeding the urgent need of a seriously ill showman, officers of the Showmen's League of America, the William T. Collins Shows and its personnel moved speedily to give immediate cash aid during the shows' stand at the recent Nebraska State Fair here.

A benefit show had been planned on the midway for the Showmen's League of America but when the plight of the sick and needy showman was learned League officers and representatives conferred on the spot with the show owner, Billy Collins, and show personnel voted to give a portion of the money raised to the showman.

This on-the-spot decision was made by Al Sweeney, the League's second vice-president; Jack Duffield, third vice-president, and Chick Schloss, chairman of the welfare committee, and it cut thru red tape and enabled immediate assistance.

Show personnel, upon hearing of the decision, were loud in their praise of the move and they gave ardent support to the show. Their reaction was heightened by the awareness that the needy showman was a member of another club which had failed to respond to calls to give him assistance.

The show netted \$987, and, in line with the decision made, \$397 was turned over immediately for the medical and hospital care of the distressed showman and the remainder was sent to the Showmen's League for its welfare fund.

Henry Polk was in charge of arrangements for the show, and Max Friedman served as emcee.

## Coney Island Shows Sign Fernando Louis

HAVANA, Sept. 17.—Venancio Nodarse, president of the Coney Island Road Shows, has announced the signing of Fernando Louis, veteran South American publicist, to handle the entire promotional program for the Coney Island org during the coming winter. Nodarse said the signing of Louis marks the start of an expanded publicity program tailored to fit the needs of his fast-growing organization. Louis has headed the press departments of some of the largest circuses and shows in Latin America.

Coney Island, for the first time, will use two bill cars and triple its use of paper, an advertising medium that is expected to be particularly effective in Cuba. Gene Beecher, general manager, is now making a tour of the larger fairs in the States, looking over free acts and new ride devices, preparatory to signing contracts for the coming season, which opens in December.

# JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want for Following Day and Night Fairs:

Hickory, N. C., Fair, week of Sept. 26; Fayetteville, N. C., Fair, week of Oct. 3; Wilson, N. C., Fair, week of Oct. 10, and all fairs for the balance of season.

CONCESSIONS: Legitimate Merchandise Concessions of all kinds. No exclusives. SHOWS: Wildlife, Unborn, Arcade, Monkey or any other high-class Grind Show not conflicting, with or without equipment. ACTS: Two High Acts, Casting or High Wire, for week of Oct. 3. RIDES: Rock-a-Plane, Dark Ride. Can always use capable Ride Help; top salaries.

All Replies to

**JOHN H. MARKS**

ALBEMARLE, N. C., THIS WEEK; THEN AS PER ROUTE.

# CUMBERLAND VALLEY SHOWS

SHOWS RIDES CONCESSIONS

Want for the BIG 6-DAY NORTH GEORGIA FAIR AT DALTON, GA., week Sept. 26-Oct. 1. There are 250 mills working here. This is NOT a Promotional Fair—it's the ONLY ANNUAL Fair held in Dalton—followed by CHATTOOGA COUNTY FAIR AT SUMMERVILLE, GA.

**CONCESSIONS**

Can place any legitimate Concessions that work for stock. Good opening for Pan Game if you have other Hanky Panks.

**RIDES**

Will book Rock-a-Plane, Fly-o-Plane, Scrambler, Dark Ride, Looper or any other Ride not conflicting.

**RIDE HELP**

Need A-1 Ferris Wheel Man. Can use a few Second Men on all Rides.

If you want to hit TWO RED ones—don't miss Dalton and Summerville, Ga., as cotton is plentiful in this territory and the mills are running full blast.

Address all mail and wires to LAVOY WINTON, Manchester, Tenn.

## Alex Freedman Plans New Show For Next Year

SACRAMENTO, Sept. 17.—Alex Freedman, former owner of Fair Time Shows, will launch a new carnival for the 1956 season. Following the close Sunday (11) of the California State Fair & Exposition here where he had the novelty concession for the fifth consecutive year, Freedman left for the East to negotiate for equipment.

The new organization, Freedman said, will be known as Alex's Greater Amusements. It will carry 6 major and 8 kid rides, 12 light towers, 2 searchlights, entrance arch, and about 30 concessions.

Freedman purchased the Boone Valley Shows in 1953 and brought the org to the West Coast where he operated it under the Fair Time title. Last month he sold his interest to Mrs. Olivia Waldron, who picked up the route from the Farmers Fair of Riverside County in Hemet until the end of the season. After playing the Tri-County Fair in Bishop, Calif., the show moved into Arizona for a route under the direction of Pan American Amusements, of which it has been a second show nearly all this year.

Freedman, operator of Freedman's Concession, reported a successful year at the State Fair. The extremely hot weather upped hat sales to increase the over-all revenue. He paid a flat \$15,700 for the privilege which was fence-to-fence and included jewelry, scales and guess-your-age.

## DAVIDSON COUNTY FAIR

Sept. 26 to Oct. 1, LEXINGTON, N. C.

## UNION COUNTY FAIR

Oct. 3-8, UNION, S. C.

### CONCESSIONAIRES, ATTENTION!

These are two of the choice Hanky Pank spots in the South. Tobacco money plentiful. Three Big Kid Days. Rate for space reasonable.

CONCESSIONS—Can place Glass Pitch, Hats, Novelties, Hanky Panks of all kinds. CAN PLACE ONE WHEEL IF I KNOW YOU and you have Hanky Panks (contact Buster Westbrook). Can place Eating Concessions. Low Davenport, answer. Can book you reasonably.

SHOWS—CAN PLACE COMPLETE MINSTREL SHOW or any part of same. We have complete outfit. Salaries out of office. Can place Wild Life, Wax Show, Midget, Lung or any Shows not conflicting. Austin Denninger can use Girls for Girl Show.

HELP—CAN PLACE FOREMAN FOR WHEELS, Help on Octopus and all other Rides. Can place married men with wives for Ticket Sellers; out until November; Drivers preferred.

Address all mail, wires or phone calls to

Lloyd D. Serfass, Gen. Mgr., or Harry (Buster) Westbrook, Bus. Mgr.

**PENN PREMIER SHOWS** Fairgrounds, Mt. Airy, N. C.

## BUFF HOTTLE SHOWS UNIT #2

WANT FOR LAWRENCEBURG, TENN., NEXT WEEK, WITH DONALDSONVILLE, LA., AND WEST MONROE, LA., TO FOLLOW

Concessions that work for stock, especially Concessions of science and skill for Donaldsonville, La., Oct. 4. Will book one or two more non-conflicting Shows. Want Round-Up, Roll-o-Plane, Fly-o-Plane or Caterpillar. All replies to

**ROMEO DUNN**

PORTAGEVILLE, ARK., THIS WEEK

## LONE STAR SHOWS

Austin, Ind., Tomato Festival, Sept. 19-24; Mt. Vernon, Ind., Street Fair, Sept. 26-Oct. 1; then south to the cotton and sugar canes. Out all winter.

Can place Hanky Panks of all kinds, Age and Scale, Coke Bottles, High Striker, Photos, Bear Pitch, Glass Pitch, Bingo, Short Range, Ball Games, etc. Want Merry-Go-Round, Ferris Wheel and Rolloplane Foremen. Also Second Men on all Rides. Must be able to drive semis. IF YOU DRINK, STAY AWAY. SHOWS: Can place at low percentage Shows of all kinds. Jimmy Ackley wants Agents for Swinger, Buckets, Nail, Count and Peek Stores. Address all mail and wires to J. R. McSPADEN, Mgr.; JIMMY ACKLEY, Concession Mgr.

## KIRK DECKER

WANTS FOR 6 WEEKS IN ALABAMA, STARTING GADSDEN, SEPT. 26-OCT. 1

Can place Agents for Razzle, Skillo and Pin Store. Also good Man for Spindle. Want 6-Cat crew, inside and out. Bucket and Swinger Agents. Also Girls for Ball Game. Working Men. Bob Roscoe, Friday Patrick and any boys with me before, contact. Want Girls for Girl Show or Operator with two or more girls. Franchy Moore, get in touch.

All address **KIRK DECKER**

Metropolitan Shows, Pulaski, Tenn., this week; then per route.

## HARRISON GREATER SHOWS

WANT FOR FREMONT, N. C., followed by WALLACE, N. C., TOBACCO FESTIVAL, in Heart of Tobacco Belt

Can place Slum Concessions of all kind. Good opening for Bingo, Photos, Popcorn, Candy Apples, Snow Cone, Age and Scale. Will book Mitt Camp. Want Agents for Razzle, Skillo, Pin Store, Man for Line-Up Store, Outside Help wanted. Buck Denby wants Johnny and Shirley who were here before to get in touch at once. Want Girl Show or any Grind Show with own outfit. Liberal percentage. This show heading south, will be out all winter.

All mail and wires to **Frank Harrison**

Fremont, N. C., this week; then the big one, Wallace, N. C.

## More than 1000 NASHUAS owned by Show Folks!

Preferred by show people—because NASHUA gives you more of everything you want... for less! Look at the big 42' Nashua, for instance. Where else will you find another mobile home like this within a thousand dollars of Nashua's low, low price? A huge living room with giant, eye-level picture windows. Extra-large doors. Modern dinette. Two big bedrooms with built-in dressing table. Giant-size forced air furnace with floor registers. Tiled floors. Tile bath with tub. Automatic deluxe range with timer, glass front oven plus service and oven lights. And five huge closets to hold all the clothes, costumes and props you can stuff in them.

Best of all—Nashua tows like a dream! It's perfectly balanced. A heavy "I" beam frame and sturdy construction promise you thousands of miles of travel over any kind of roads. See NASHUA today—or write for full information to factory nearest you.

**LOWEST-PRICE,  
QUALITY-BUILT  
MOBILE HOME  
ON MARKET!**

**LOW DOWN  
PAYMENT!  
EASY TERMS!**



**FREE**  
Send for  
new folders  
on all  
models.

The king-size 2-bedroom Nashua 42'  
with 3 "wall-of-glass" picture windows!

**NASHUA MFG.**

**ALSO AVAILABLE  
IN 35',  
28' AND  
24' SIZES!**

Dept. BB  
Linden,  
Mo.  
Box 98

Dept. BB  
Macon, Ga.  
1205  
Hightower Rd.

Dept. BB  
Wichita Falls,  
Texas  
P. O. Box 2248

Dept. BB  
Boise, Idaho  
Box 2728, T-801  
Gowen Field

Dept. BB  
Montoursville, Pa.  
18 Clees Ave.,  
Box 175

## MIGHTY INTERSTATE SHOWS

Want for TALLADEGA COUNTY FAIR, Childersburg, Ala., Sept. 26-Oct. 1,  
followed by EAST ALABAMA FAIR, Opelika, Ala.

SHOWS: Side Show, Girl Show, Fun House, Penny Arcade and any worth-while Grind Shows. Have good opening for Wildlife, Motordrome. Want organized Minstrel Show with not less 15 people including band. Salary paid out of office. RIDES: Will book for balance of season any Flat Rides or Kiddie Rides not conflicting with what we have. Also book Live Pony Ride. RIDE HELP: Foremen for Merry-Go-Round, Chairplane; Second Men on all Rides. Must be semi drivers. We pay top wages and bonus. CONCESSIONS: All Prize-Every-Time Concessions open, also Glass Pitches, Jewelry, Hats, Novelties, Photos, Long Range, Short Range, High Strikers, Gadgets, Auction Truck; also Floss, Sno, Foot Longs, Pronto Pups, Root Beer, Ice Cream, French Fries, Grab. Want to book for balance of season large, up-to-date Cook House to join on wire. Want Diesel Electrician for GM Plants to join on wire.

Replies to H. B. ROSEN  
LAWRENCE CO. FAIRGROUNDS, MOULTON, ALA.

## JOHNNY'S UNITED SHOWS

Want for TENNESSEE STATE COLORED FAIR, Jackson, Tenn., followed by JACKSON CO. FAIR, Scottsboro, Ala.; Roanoke, Ala.; La Grange, Ga.; Troy, Ala., & Luverne, Ala.

Can place Photos and Hanky Panks, especially want Penny Arcade, Cotton Candy, Snow Balls, Parakeet Pitch and Bear Pitch. Want Girl Show with own equipment for balance of season, Monkey, Side Show, Motordrome, Fun House, Little Horses or any good Grind Show. For Sale: Spitfire and Chairplane or will trade for Skyfighter or Auto Ride.

All replies to JOHN PORTEMONT,  
Johnny's United Shows  
HUNTINGDON, TENN., THIS WEEK

## CENTRAL AMUSEMENT COMPANY

WANTS FOR FIREMEN'S FAIR, JACKSON, N. C., SEPT. 26-OCT. 1,  
AND BALANCE OF SEASON

Can place non-conflicting Rides and Shows. All Hanky Panks open. Want Free Act. Can place Man with Sound Car.

LEWISTON, N. C., FAIR this week; then JACKSON, N. C., FAIR. Followed by WINDSOR, N. C., FAIR, Oct. 3-8; CAROLINA YAM FESTIVAL, Tabor City, N. C., Oct. 10-15; MARION COUNTY FAIR, Marion, S. C., Oct. 17-22; then the GREAT LORIS FAIR, Loris, S. C., Oct. 24-29.

## A.M.P. SHOWS Juggy

LAST CALL FOR DURHAM, N. C., COLORED FAIR;  
KEMANSVILLE, N. C., and HARTSVILLE, S. C.

WANT Long and Short Range Gallery, Cork Gallery, Hi-Striker, Glass Pitch, Ball Games, Devil's Bowling Alley, Bumper, String Game and many other Hanky Panks that work for stock. SHOWS—Monkey, Colored Girl Show, Unborn or any other good Show of worth-while merit. RIDE HELP who drive semi; Second Men on all Rides; semi drivers preferred.

A. M. PODSOBINSKI  
BENNETTSVILLE, S. C., FAIR THIS WEEK.

## BUFF HOTTLE SHOWS UNIT #3

WANT FOR OBERLIN, LA.; COVINGTON, LA.; LIVINGSTON, LA.,  
AND FARMERSVILLE, LA.

Concessions that operate with science and skill. Want few more Grind Shows, anything except Girl Show and Sex Show. Want Rolloplane. Need Ride Men who drive. All replies to

RALPH COTTRELL  
RACELAND, LA., THIS WEEK

## CLUB ACTIVITIES

### Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla

TAMPA, Fla., Sept. 17.—President J. J. Weiss-attended to some important club business recently while on a flying trip to visit his family, Ed Lowe reports. One of the chief items of the past month was the donation of a ton-and-a-half air-conditioning unit to the club by Charles A. Lenz, of St. Petersburg. Installation will be made shortly.

Member Bob Florio, owner of Ralston Beach, Tampa, has set aside a Sunday in November for an outing and picnic there, to benefit the club.

Members working toward gold cards have been sending in memberships, among them being Bobby Hasson, Ringling Side Show manager; Joe Fontana, and Bill Stophel. Custodian Ed Lowen has the new membership cards and is receiving dues for the coming year, which become due in September.

Babe Alvarez has left to join the Blue Grass Shows, having fully recovered from his recent illness. Dick Gilsdorf is leaving for North Carolina in preparation for the Roanoke Rapids Fair. Pat McGee, of the Buff Hottle Shows, is back home resting for a few weeks.

Recent visitors included Bob Florio, O. J. Weiss, Babe Alvarez, Dick Gilsdorf, Jimmy Beuhel, Dave Wise, Dolly Young, Ray Oakes, Everett Fillingham and George Schwerdtfeger.

### Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Sept. 17.—Reports from the membership indicate new enrollees could exceed any year in the past 10, Bill Green, president, announced. Latest figures show 76 new ones and three reinstatements.

Green said that he has uncovered a photograph of the club's second annual banquet in 1952 and needs help in identifying the individuals. Paul Greeley, recording secretary, is back after a swing of Michigan fairs. While out he visited Cetlin & Wilson, Gooding, Happyland, Majestic and W. G. Wade shows.

Pete Norman, chairman of ways and means, is busy working on jamborees at Michigan fairs in Saginaw and Centerville. New membership cards are available. Latest motion picture projectionist to join the membership is Harold Gates, of Detroit's Music Hall Cinerama staff.

### Canadian Showmen's Association

P.O. Box 16, Station T, Montreal

MONTREAL, Sept. 17.—Past President R. Genest announced that final preparations for the annual banquet and ball to be held November 8 in the Chez Paree nitery.

Members who were on the sick list during the summer but are up and around again include F. Sheffield, O. Simard, T. A. Wagner, G. Chartrand, S. J. Young and R. Genest. New members are Mr. and Mrs. T. Pappas, R. Morgan, M. Mrs. T. Pappas, R. Morgan, M. Drogz, B. Karazik, E. Cisela, L. DeLuca, H. Zannis, T. Fatapoulos, T. Kotsos, G. Lake, W. Sobol, S. Shore, B. Morris, W. A. Nichols and M. L. Bell.

Mrs. I. Faith, of the Auxiliary, reports P. Marco and A. Levy collected funds from World's Finest Shows and P. Morin sent in donations from Model Shows of Canada.

### National Showmen's Association

317 W. 56th Street, New York

NEW YORK, Sept. 17.—Club sympathy is extended to Frank Bergen on the loss of his brother James, who passed away at his home on Staten Island, N. Y., and to Charles Young on the death of

his sister, Mrs. M. Shimell, who also died recently.

On the sick list are Aaron Hymes, Greenbrier Hospital, Roncerverte, W. Va.; Leo Brenner, Mount Pleasant Hospital, Baltimore; Robert Crump, Endicott Hotel, New York City, and Charles (Doc) Morris, recuperating after surgery at the home of his sister, Mrs. Clara Towers, Route 3, Milton, Fla., Point Baker.

The clubrooms are newly painted for fall activities. Lunch-room bids are being accepted at the office, and they will be turned over to the board of governors at the season's first meeting, Wednesday, October 12. Max Tubis of the Million Dollar Pier, Atlantic City, is top man so far on Year Book ads, having sent in quite a few, and Joe McKee is second. McKee is first in award book sales, tho, followed by Bess Hamid.

### Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Sept. 17.—The regular Monday (12) meeting was called to order by President Charlotte Porter. Assisting were Oscar Mattley, treasurer; Albert Roche, corresponding secretary; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

Membership was increased by the addition of 14 new members from the Foley & Burk Shows. Included were Morris Jeffers, John T. Dowling, John Skinner, George Thompson, Donald K. Lawson, Bernice Riser, Dane E. Riser, Otto H. Fictum, John Ferrara, Loyd Beers, Joe Clemons, Del Emery, June Sutton and F. M. Sutton Jr.

Marjorie Latiker reported that the table cloth she is preparing for the ladies' bazaar now contains over 200 names. Names are embroidered on the cloth for \$1 each.

West Coast Shows held a show at San Jose, Calif., on Thursday (15) with proceeds divided between Show Folks of America and the Pacific Coast Showmen's Association.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 17.—Clubrooms, which have been closed for the summer, will reopen September 30, with the first meeting scheduled for that evening.

Committee for the New Year's Eve banquet and ball announced plans are completed. Party will be held in the Tower Room of the Aladdin Hotel.

Secretary Albert C. Wilson reports that '56 membership cards are now available.

## 20th Century Rides Do Okay At Ft. Smith

FORT SMITH, Ark., Sept. 17.—Ride and show grosses at the Arkansas-Oklahoma Livestock Exposition were okay for 20th Century Shows here this week. Concessions were out of action, however, and this cut into earnings.

Show's move here was the longest since it opened. Caravan left Marshfield, Wis., September 7 and traveled 1,100 miles here and was up and ready for the Saturday (10) opener. Trucks stopped off a night each at Blairsburg, Ia., and Iola, Kan.

## Gentsch Wins At Miss. Fairs

MCCOMB, Miss., Sept. 17.—J. A. Gentsch Shows started strong here this week at the new Pike County Fair and State Dairy Show. Crowds were excellent during the early part of the run with a big turnout Tuesday night (13) when Governor-Elect J. P. Coleman was

## TV, Magazine Crews With Sullivan Show

RENFREW, Ont., Sept. 17.—All but three rides of Jimmy Sullivan's World's Finest Shows were set up for the fair here this week, as limited space forced the Coaster, Rock-o-Plane and Roll-o-Plane to be left on the train. The show pulled in at 2:30 a.m. Tuesday (13) for the four-day event which began that day.

The show tore down in the rain on Sunday night (11) at the end of the Exposition Provincial in Quebec City and came here by Canadian Pacific. Mallot's Side Show and the Midget Show closed last week.

Sullivan has a Girl Show, Crystal Maze, Arcade, Globe of Death, and Terrell Jacobs' sidewalled unit on the back end here. Sidewalling was to conserve space. Rides include the Merry-Go-Round, Ferris Wheel, Octopus, Tilt, dark ride, Hi-Ball, Scooter, Moon Rocket, and 11 kiddie rides.

The three rides not used here, together with the Ferris Wheel, Tilt and four kiddie rides, go to the fair September 17-20 in Sudbury, while the bulk of the show goes to Lindsay, September 20-24.

At present a camera crew from the National Film Board is making a 30-minute film on the show for the TV section of the Canadian Broadcasting System. Script writer William Weintraub came on at Melfort, Sask., and stayed thru several Class B fairs, and the rest of the group consists of Julian Biggs, director; John Foster, Doug Bradley, Frank Orban, Fred Davis, and Miss Yuki Yoshida. They have been working in Three Rivers, Sherbrooke, Quebec City, and Renfrew. Also on the show were Dave Willock and Louis Jacques, gathering material for an illustrated article on the show in Weekend magazine, circulation 1,450,000.

## Rain Clobbers Va. Greater At Keller Fair

HERTFORD, N. C., Sept. 17.—Virginia Greater Shows took one of their worst clobberings in 10 years, at the fair in Keller, Va. Of the six days in the engagement four were lost completely to rain.

The elements started to act up on Wednesday (31) and the rains continued thru closing night, Saturday (3). The show tore down in a downpour which flooded the fairgrounds midway, with all trucks having to be winched onto hard-surface roads. Rain continued during the 60-mile hop to Suffolk, Va., and the lot there was in such bad shape that the heavy rides were left off.

Show was unable to get set up until Wednesday (7) with only five rides, four being left off. It took a winch truck, bulldozer and wrecker truck to get the equipment trucks spotted. After all the trouble in setting up, the rain fell in buckets at 9:30 to ruin the opener. Weather cleared the remainder of the week and business was fair in the show's winter-quarters town.

Lot was on a busy highway and drew much attention in its efforts to set up. Local folks got a first-class idea of the problems bad weather can produce for a show.

the chief speaker. Friday (16) loomed as a big Kid's Day.

Show moved here from the Winston County Fair, Louisville, where Gentsch reported grosses were excellent. Line-up here included 12 rides, 3 shows and upward of 35 concessions.

## R-B Business Light in L. A.

Continued from page 48

impetus here with word that the musician and John Ringling North were discussing the prospects. Circus people, however, were discounting the rumor that there would be a separate top for the orchestra and that it would play for dancing "after the show."

Word around the circus for much of the season has been that Merle Evans might not be back in 1956 and that the dance group would replace his band, but there was wide speculation about how long such a set-up would last.

The Dorsey band is one of those formerly represented by Milton Pickman.

Robert (Smoky) Jones, who had been superintendent of elephants this season, left this week and returned to San Antonio. Slats Beeson, 24-hour man and former star performer, left also. Altho another show staffer reportedly resigned effective Friday (16), late word was that he had been persuaded to stay on.

Ad Agency Sues R-B  
Meanwhile, the show was being

sued by the Monroe Greenthal advertising agency for \$82,774 in what it said were overdue advances and commissions. In New York, Greenthal said that relations between him and the show were excellent but that "we are not in the business of financing our clients."

He said that he and R-B were in close touch with each other and that a solution was expected by early next week. Ringling had offered a time payment plan which the agency rejected. Greenthal said the suit was merely to exert pressure on the show.

### New Orleans Lot

The future date in New Orleans is scheduled to be at Ponchartrain Park, where the show will set up on a parking lot. This will be the first time on the park's grounds and comes in the same season that the show used the Kennywood Park grounds when in Pittsburgh.

There was added indication that the show is scouting possibilities of playing St. Louis and that the stand might again be in the Arena there.

## VICTORY

### EXPOSITION SHOWS

**WANT FOR TEXAS-OKLAHOMA FAIR, IOWA PARK, TEX.**

**6 DAYS—SEPT. 26 THRU OCT. 1—6 NIGHTS**

**PAYDAY FOR 30,000 SOLDIERS AT SHEPPARD AIR FORCE BASE.**

SHOWS: Can place Snake, Motordrome, Monkey, any worth-while Show.  
CONCESSIONS: Want Cookhouse, Photos, Long and Short Range, Custard, Hanky Panks of all kinds. RIDES: Can place Loop, Round-Up, Rock-o-Plane, Little Train. Address:

**ALVIN VANDIKE, Mgr.**  
(FAIRGROUNDS) IOWA PARK, TEX.

## GLADES AMUSEMENT CO.

Want for opening of Tobacco Market at Kenbridge, Va., week Sept. 26 and three more weeks in the Tobacco Market, then Florida for all winter: **WHEEL FOREMAN WHO DRIVES SEMI**; must be sober. **STOCK CONCESSIONS OF ALL KINDS**, Fish Pond, Balloon Darts, Pitch-Till-You-Win, Ball Games, etc.

**Contact JERRY SADDLEMIRE**  
At Buena Vista, Va., this week.

P.S.: Jack Settle, call me up.

## MAJESTIC GREATER SHOWS

### WANT FOR

Northeast Alabama Fair, Jasper, Ala., Sept. 26-Oct. 1; followed by Cullman, Ala., Fair; Dublin, Ga., and five other Georgia Fairs.

Legitimate Concessions all kinds; Scales, Gallery and Diggers open. Shows with own equipment. Capable Ride Help that can drive.

**PARSONS, TENN., THIS WEEK.**

## BYERS BROS.' SHOWS

### WANT RIDES—SHOWS—CONCESSIONS

Can place Rides and Shows not conflicting with what we have. Want Hanky Panks, Ball Games, Stock Concessions. (No Stores—no Camps.) Can also place a few capable Ride Men. **WHITE COUNTY FAIR, SEARCY, ARK., SEPT. 26-OCT. 1; OSCEOLA, ARK. (FAIR), OCT. 3-8.** Wire or write:

**CARL BYERS, WYNNE, ARK. (CROSS COUNTY FAIR) this week; then per route.**  
(No Phone Calls, Please)

## MOTOR STATE SHOWS

Want for Itawamba County Fair, Fulton, Miss., Sept. 26-Oct. 1; Calhoun County Fair, Bruce, Miss., Oct. 3-8; Haywood County Fair (Colored), Brownsville, Tenn., Oct. 10-15.

Can place all kinds Hanky Panks, High Striker, Cookhouse that caters to show people, Snow Cones, Bumper, Ball Games, etc. Will place one or two Shows such as Snake, Mechanical, Fun House, Second Men on Rides, must drive. No drunks.

**All replies: c/o Fair Grounds, Pontotoc, Miss., this week.**  
**JOE FREDERICK, Gen. Mgr. or W. VANDERGRIFT, Asst. Mgr.**

### WANT CONCESSIONS—FREE ACTS

## HOMECOMING, UTICA, OHIO, Sept. 29-30-Oct. 1

Sponsored by Lawrence Lightner Post No. 92, American Legion. Gooding Rides booked. Legitimate Games wanted, also high-class Wild Animal Act. Contact

**STEWART ANDERSON**  
29 EAST FIFTH ST. LONDON, OHIO

## FEATURE SHOWMEN CLEAN GRIND

Memphis Fair, Sept. 23 to Oct. 1; The State Fair of Texas, Oct. 6 to 23

SEVERAL GOOD LOCATIONS AT BOTH FAIRS

Call or wire me—c/o Mid-South Fair, Memphis, Tenn., until Oct. 1.  
New Phone Number—7-0017—After midnight phone Mutual 2-2411.  
After Oct. 1 call or wire me at Dallas Fairgrounds, Dallas, Tex.

**CLIF WILSON**  
(W. R. Anderson, advise.)

### WANT COOKHOUSE AND GRAB

On account of conflicting dates will sublet at State Fair, Sept. 27-Oct. 8, choice locations. One modern Cookhouse and two Grabs. Contact

**JOHN GALLAGAN OR EDDIE YEAGER**  
c/o Gooding Amusement Co., State Fairgrounds, Nashville, Tenn.

## WILLIAM T. COLLINS SHOWS

### "AMERICA'S LARGEST MOTORIZED MIDWAY"

### CAN PLACE FOR TULSA STATE FAIR AND EXPOSITION, OCT. 1-8

Can Place a few more Grind Shows of merit.

Want new and novel Kiddie Rides.

Can place Hanky Panks of all kinds, limited footage available for Foot Longs, Candy Floss, Snow Cones, Lemonade Shake, Long and Short Range Galleries, Popcorn and Candy Apples. Will sell exclusive on Glass Pitch.

Can place for Office Girl Revue and Posing Show: Dancing Girls, Bally Girls, Ticket Sellers and one A-1 Talker.

Can place a few Second Men on all rides.

**Wire WILLIAM T. COLLINS, Mgr., Joplin, Mo., Sept. 21-28**

## PARAKEETS

### BABIES

# \$1.50

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

**24-Hour Service**  
Phone Elliott 9-4591

## WELLS BIRD FARM

2143 South Myrtle Avenue  
Monrovia, California

### FOR SALE

Merry-Go-Round, in A-1 shape, ready to go, \$1750.00; transportation 1941 International, \$150.00; Kiddie Ferris Wheel, mounted on trailer, ready to go, \$550.00; 10-seat Cattlet Ferris Wheel; 1 Star Popcorn Machine, cabinet type; 1 Kiddie Aeroplane Ride, \$500.00—eight planes, ready to go. Making room for new Rides. All inquiries:

**SHORTER'S SHOW**  
Route 2, Waterloo, Iowa  
Phone: Colfax 6220

P.S.: Can use Agents for National Dairy Congress at Waterloo Oct. 1 thru 8; also Fun House Man. Contact now.

## COOK HOUSE

### WANTED

Must be first class, for balance of season starting Bastrop, La., Fair, Sept. 27. Whitey Danley, if you are open, come in.

### TIVOLI EXPO. SHOWS

Blytheville, Ark., Fair this week

## ROCK-O-PLANE

### FOR SALE

Perfect condition—complete line of new spare parts. All new paint. 33 ft. semi with sides hinged to facilitate easy up and down. Chev. Tractor with 25,000 original miles. Can be seen in operation at Niles, Michigan, State Line, Sept. 21-Oct. 1.

**HUB LUEHRS**  
c/o Imperial Shows #1, Niles, Michigan

### WANTED

### EXPERIENCED CANVASMAN

To handle 60x90 ft. Top. Must drive truck and stay sober. Top salary, long season south.

**HILLMAN EDEN**  
337 International Bldg.  
San Antonio 5, Tex.  
(Phone: Capitol 6-6811)

## MARIE LE DOUX

### WANTS

Talker who can produce for our strong Southern Fairs. Best proposition on the road. Also want Ticket Seller who can grind. Magician who can handle inside.

Address: Care of **SIDE SHOW AMUSEMENTS OF AMERICA**  
Leakville, N. C., this week

### "The Stuff Is Here"

Can place Pony Ride, Shows and legitimate Concessions. Second Men who drive semi trailers. Picking the pickers at Tiptonville, Tenn., this week; Clarendon, Ark., next week.

**Dyer's Greater Shows**

### BINGO FOR SALE

18x36, stool seats, blue Anchor canvas, in good shape. Now in operation. Come and get it, an unusually good buy at \$475.00. Flash stand, light stringers and amplification included.

Address: **BINGO MANAGER**  
**PAGE BROS.' SHOWS**  
Ardmore, Tenn., this week; then as per route.

**GIVE TO DAMON RUNYON**  
**CANCER FUND**

## RALEY BROS.' EXPO.

No grift anytime. Sell exclusive on Custard. Place any Stock Concessions and family-type Shows; Motordrome can get well here. Stokes County Fair and Horse Show, King, N. C., week of Sept. 26; the Great Scotland Neck Peanut Fair, week of Oct. 3; Pembroke Indian Fair to follow. These are day and night fairs. No promotions. Taylorsville, N. C., this week.

**HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent**

## VIRGINIA GREATER SHOWS

### WANT FOR

### Roanoke Rapids, N. C., Fair this week

Mug, American Mitt Camp, French Fries open. All Hanky Panks open. Want at once, Girl Show Manager with two or more Girls, Minstrel Show with 8 to 10 People, Wagon Front. Want Ferris Wheel, Tilt-a-Whirl, Comet, rest of season. Eight more Fairs. Chicarella, answer. Mail and wires

**WILLIAM C. (BILL) MURRAY**

## SOUTHERN STATES SHOWS WANT

Experienced Ride Men who know what to do and willing and physically able to do it. Want Free Act for balance of season, must join at once; pole or other single preferred. State lowest salary. Have room for a few more Hanky Panks.

All answers to  
**JOHN B. DAVIS**  
Perry, Fla., this week; Monticello next week; then Crestview, Fla.

## WANTED HIGH FREE ACT

### For the Following Fairs:

Enfield, N. C., Fair, week Sept. 26; Littleton, N. C., Fair, week Oct. 3; Oxford, N. C., Fair, week Oct. 17.

All replies to  
**GEO. CLYDE SMITH SHOWS**  
Farmville, N. C., Fairgrounds this week; Enfield, N. C., Fairgrounds next week.

## WANTED WANTED WANTED

High class Cookhouse for Back End; must be at least 30x60 ft. and in keeping with the high standards of this Fair. Operator must be capable and know how to handle large crowds.

Can always place sober, reliable Ride Men. (Joe Miller, let me hear from you.)

**Contact JOE MURPHY**  
c/o LINDSEY-PUGH-MURPHY, DALLAS (PHONE: HARWOOD 1210), TEXAS

## WANT MOTOR STATE SHOWS

Fulton, Miss., Fair, Sept. 26-Oct. 1; Bruce, Miss., Fair, Oct. 3-8; Brownsville, Tenn., Fair, Oct. 10-15; others to follow.

Hanky Panks, all kinds. We book two of a kind only: Hi-Striker, Bingo, Grab or Cook House, Snow Cones, etc. Can place Snake or other Show. Want Man for Monkey Show, Second Men on Rides—must drive. No drunks or chasers wanted. You won't last here. No phone calls. Carl Ansted, contact.

**JOE FREDERICK, MGR.**  
PONTOTOC, MISS., FAIR, SEPT. 19-24

## PENNY ARCADE FOR SALE

HERE'S YOUR OPPORTUNITY to get most of your money back before the season closes. Can remain with show or move. The BEST BUY OF THE YEAR.

**DORSO and GOODMAN**  
c/o CETLIN & WILSON SHOWS  
Richmond, Va., Sept. 23-Oct. 1.

## A-1 AMUSEMENTS

Want for Steele, Mo., Sept. 19-24; East Prairie, Mo., Sept. 26-Oct. 1; New Madrid, Mo., Oct. 3-8; then the Big One, Lepanto, Ark., Oct. 10-15.

Can place Coke Bottles, Bumper, Ball Games, Roman Target, Scales or any non-fluctuating Hanky Panks working for stock.

Can place Mechanical, Snake or Monkey Show.

Contact **JOHN HANSEN**  
A-1 AMUSEMENTS, STEELE, MO.

## MILLIKEN BROS.' SHOWS

### NICHOLS, SOUTH CAROLINA, WEEK SEPT. 19, UPTOWN LOCATION

Can place Hanky Panks, one of a kind. Some Ride Help who can drive semis, Diesel Electrician. Can use Free Act with Concessions. This show positively not connected with any other show.

**All replies MILLIKEN BROS.' SHOWS**

**TERRIFIC - OUTSTANDING**

**NEW ANCHOR TENT FRAMES**

for CONCESSION and 4-WAY TENTS

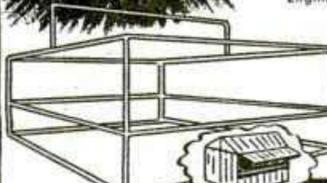
Engineered for 2 Years to Assure the BEST for SHOWMEN

WRITE FOR INFORMATION

• OFFERED IN STOCK SIZES •  
 DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2" x 2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of  
**ANCHOR SUPPLY CO., INC.**  
 EVANSVILLE, INDIANA PHONE HA 5-8105

MFRS. OF CANVAS TENTS FOR ALL PURPOSES



**BEAM'S ATTRACTIONS**

**GREENE CO. FAIR--SNOW HILL, N. C.**

**NEXT WEEK, SEPT. 27-OCT. 1**

Can book all kinds of concessions for this outstanding fair. Can use additional SHOWS for this event and our big fairs that follow. HELP for all rides can be placed, also Cookhouse and concession workers. Address all

**Communications to STEVE DECKER**

FAIRGROUNDS **TARBORO, N. C.**

**THIRD DISTRICT ARKANSAS FAIR at HOPE**

**Representing 18 Counties, Sept. 26 to Oct. 1**

Can place Long Range, Short Range, Custard, Ice Cream, Bear Pitch and other Pitches. Need Six Cats, Buckets, Hanky Panks and Ball Games. Opening for Cookhouse Grab and Foot Longs. Those booking given space preference at Caruthersville, Mo., following week. Shows on way south can book at still date percentage. Ride Help wanted who can drive and have no cars.

**SUNSET AMUSEMENT CO.**

DEXTER, MO., FAIR THIS WEEK; HOPE, ARK., NEXT.

P.S.: Age and Weight and Hats open.

**FLOYD O. KYLE SHOWS**

WANT WANT

For Russellville, Ark., and 6 more fairs. Till Nov. 1, Ark., La., and Miss.

CONCESSIONS—STOCK AND SKILL GAMES—Will work in La. Space is limited; we do not overload. Burr is right (no footage here). FOOT-LONGS, ICE CREAM, CUSTARD, SHOWS—10-in-1; HELEN, contact SUNNY HARRIS; GRIND SHOWS, MECHANICAL; 25% HELP—FOREMEN, SECOND MEN who can get it up and down and drive. We have 8 Rides (not junk); payday with green stuff. No drunks or sightseers, please. Contact

MANAGER, this week, Prescott, Ark. (Fair Grounds); then per route.

**LAST CALL BLOOMSBURG FAIR**

Still booking legitimate Concessions only. Wonderful opportunity for Hanky Panks. Want one or two more Shows other than Girl Shows, Talker and Performers for Gay 90's Variety Show. Motordrome wanted.

**KING REID SHOWS**

BLOOMSBURG, PA.

**FIREMEN'S FAIR, ENFIELD, N. C.**

**NEXT WEEK, SEPT. 26 TO OCT. 1**

Want Ball Games, Fish Pond, Duck Pond, Penny Pitch, Hoop-La, Pitch-Till-You-Win, Basketball, Six Cats, Buckets, Swinger, Glass Pitch, Photos, Cork Gallery. Want Girl Show, Snake Show, Monkey Show; Chairplane Foreman, Spitfire Foreman, Whip Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

**GEORGE CLYDE SMITH SHOWS**

Fairgrounds, Farmville, Va., this week; Enfield, N. C., Fairgrounds next week.

**AGENTS**

For Pin Store and Roll-down, only ones on Show. Charles Lehman and Kenny Van Ness, contact immediately. All replies, wire or phone.

**CHARLES LAMKIN or FRANK DUNCAN**

Fairgrounds **Huntingdon, Tenn.**

**HOLLY AMUSEMENT CO.**

**HELP—WANT HELP—WANT HELP**

WITH LICENSE THAT CAN DRIVE TRUCKS.

CONCESSIONS: Want a few more legitimate Concessions for six more FAIRS. Fayetteville, Ga., Fair this week; McDonough, Ga., Fair next week.

**WANT—WILBER'S WOLVERINE SHOWS—WANT**

Hartsville, Tenn., Sept. 21-24; McMinnville, Warren Co. Colored Fair, Sept. 26-Oct. 1. Clean legitimate Stock Concessions only; sorry, no flats or camps. Will book small Shows without equipment. Capable Ride Help—Must drive semi for Wheel, Merry-Go-Round, Chairplane, Tilt-a-Whirl, Kid Rides, Curly Metzenger, get in touch. Fred, let me hear from you. Committees, please note: Have open dates Georgia and Florida; will guarantee clean, reliable show.

**HENRY O. WILBER, Owner-Manager, as per route.**

**DIXIE AMUSEMENTS**

**WANTED FOR FOLLOWING FAIRS:**

Mount Ida, Ark., Sept. 21-24; Hampton, Ark., Sept. 26-Oct. 1; Verda, La., Oct. 4-7; then cotton country where crops are good.

Want Hanky Panks of all kinds not conflicting. Games of skill such as Ball Games, etc., that will work in Louisiana. Can place Ride Help on five Rides. Contact **CLIFFORD DAVIS, MT. IDA, ARK., THIS WEEK; THEN PER ROUTE.**

**COMING EVENTS**

**Arkansas**

England—Fall Festival, Oct. 17-22.  
 Little Rock—Ark. Livestock Show, Oct. 9-8. Clyde Byrd.  
 Pine Bluff—Pine Bluff Rodeo, Sept. 20-24.

**California**

Barstow—Barstow Rodeo, Sept. 24-25.  
 Chula Vista—Mounted Police Horse Show, Oct. 1-2.  
 Chula Vista—Fiesta de la Luna, Oct. 1-2.  
 Firebaugh—Cotton Carnival, Oct. 19-23.  
 Julian—Apple Days, Oct. 1-2.  
 Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.  
 Pittsburg—Columbus Day Celebration, Oct. 4-9.  
 San Diego—San Diego County Sheriff's Relief Ass'n Rodeo, Del Mar Fairgrounds, Sept. 24-25.  
 San Diego—Days of '49 Round-Up & Celebration, Lakeside Rodeo Grounds, Sept. 17-18.  
 San Diego—San Diego Rodeo, Sept. 24-25.  
 San Francisco—Grand National Livestock Expo., Oct. 26-Nov. 6. Nye Wilson.  
 Ventura—Ventura Rodeo, Oct. 8-9.  
 Victorville—Elks Rodeo, Nov. 19-20.

**District of Columbia**

Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.

**Florida**

Bonifay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.  
 Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.  
 Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.  
 Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.  
 Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

**Georgia**

Atlanta—Do-It-Yourself Show, Sept. 24-29.  
 George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.  
 Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.  
 Woodbury—Pimento Festival, Oct. 12.

**Icer at Topeka**

• Continued from page 45

(14), accounted for the biggest thrill show turnout in four years. Running horse races were offered Thursday and Friday. Big car races are slated for today and a 100-mile stock car race for the closing matinee.

On the midway the Royal American Shows during the fair's first five days had ride and show receipts 3 per cent higher than last year.

**Make Many Changes**

The revamping of the night grandstand program is but one of the many changes made by Maurice Fager, fair secretary, and his board since last year. Among improvements to the physical plant were the construction of a new stage triple the size of the old one, and the erection of a new sheep barn and a new hog barn.

Livestock exhibits were shifted and concentrated in one area, and this greatly increased the flow of traffic thru the various barns. A glass-enclosed milk parlor, the first ever presented in Kansas, is among the new exhibits and it registered solidly with fairgoers.

The fair spent \$150,000 in plant improvements and also upped premiums in all departments.

**Network Plug**

• Continued from page 45

"A Sunday in Autumn" and will depict activities across the nation on a typical Sunday afternoon in autumn.

In addition to the fair sequence, there will be pick-ups of fishing boats at Gloucester, Mass., a steel mill in Cleveland, an Air Force plane in flight over the Mississippi River near St. Louis, a wheat thresher near Omaha, cable cars and the Golden Gate bridge at San Francisco, an underwater ballet at Weeki Wachee, Fla., the Grand Canyon in Arizona, the Radio City Music Hall in New York, and attempts by Sir Donald Campbell to break the world's speedboat record on Lake Mead, Ariz.

**Team Huddle**

Barry Wood, director of special events for NBC-TV and executive producer of "Wide, Wide World," and Herbert Sussan, producer of the show, came to Dallas along with a production team to confer with State fair officials, James H. Stewart, executive vice-president and general manager, and Charles R. Meeker, vice-president and assistant general manager. Meeker will co-ordinate the fair's activities in regard to the show and serve as liaison with NBC-TV staffers.

Tentative plans for the Dallas pick-up call for shots of livestock, possibly the finals of the open cutting horse contest; midway activities; big "Tex," the 52-foot cowboy figure, crowd scenes, and perhaps a look-in on a couple of the fair's bigger indoor attractions.

At least 10 cameras will be used for the State fair sequence. Some of the sequence probably will be shot in color, since the RCA color TV mobile unit has already been scheduled to be based at the fairgrounds all during the fair.

**Polio Hurts WOW**

• Continued from page 53

by-passed this spot the show gave the appearance of full strength to the patron. The earning power was still great and considerably more patronage and dollars could have been handled if they were available.

Owner Frank Bergen was absent, attending the funeral of his brother. Bernard (Bucky) Allen remained to supervise activities. Allen reported business was also down for his front end.

The fair has featured pari-mutuel racing for several years. It is noted that the betting crowd attends strictly for this purpose, arriving in time for the early races and leaving immediately after the program is over, with the result that the midway and other fair units derive little benefit.

**ACA Scores Big**

• Continued from page 53

good run here last year, enjoyed even better business, with final tabulation expected to show a 20 per cent increase over 1954. Notable was the strong run of Johnny Branson's Little Horses Show. It showed to about 75,000 persons at 10 cents per during the eight days, and one day showed to 11,500.

The Scooter took top money among the rides, with the Kiddieland snaring second spot, the Roller Coaster placing third, and the Rotor, handled by Charley Goss, finishing fourth.

**Western Assn.**

• Continued from page 45

ciation will be held on the morning of October 21. Committee reports and elections will be completed before noon that day. A nationally known speaker will address the luncheon group. The afternoon session will be highlighted by talks of fair leaders both from California and outside the State. The talks will be on the theme of "Better Education at Fairs Thru Demonstration and Showmanship."

Private meetings of both fair directors and fair managers are skedded for the same afternoon. The evening is being left open for informal visiting among the service members.

On October 22, an official meeting of the subcommittee of the committee on agriculture on fairs and expositions is set. Leaders in agriculture, industry and commerce will present outlines as to how fairs may increase an already outstanding potential thru better educational programming and demonstration both for the exhibitor and public.

The closing afternoon program will be occupied with reports on co-ordination to help fairs develop a five-year plan for advanced educational aids. The annual banquet and ball will be held that evening in the Rainbow Ballroom in Fresno, closing the annual meeting usually held later in the year.

**Ky. Sets Record**

• Continued from page 45

Dance Contest, International Fiddle Contest, National Baton-Twirling Contest and an Amateur Tobacco Auctioneers' Contest.

Again, as in the past, these events proved solid crowd lures and potent publicity getters for the fair.

**Future Site**

J. Dan Baldwin, now in his sixth year as fair secretary, took time out closing day to sketch tentative plans for the fair in 1956 on its new site.

As Baldwin sees it, the fair will run two weeks and will offer, among other things, a major ice show, a succession of name attractions, a professional football game, a major prize fight and a Thrill Show.

Construction on the new plant is running well ahead of schedule, Baldwin said. When completed, it will embrace a Coliseum with 14,532 permanent seats and a ball-park stadium which will seat 21,209. Huge wings extending from either side of the Coliseum will have 484,000 square feet of exhibit space. Additional exhibit space will be provided under the ball-park stand.

**Working at the DANBURY FAIR**

—then Enjoy the Comforts of Hotel Living . . . the Coziness of Home Life . . .

—all for—

**3.00 Per Day & UP**

Big Rooms . . .  
 Spacious Cottages . . .  
 All Facilities . . .

**KENMERE PARK**

on Lake Kenosia, R. D. 2, Danbury, Conn.

Adjacent to Danbury Fairgrounds  
 Phones—Pioneer 8-8167; 8-5007

**T·E·N·T·S**

CONCESSION, CIRCUS, CARNIVAL

**AMERICAN TENT CORPORATION**

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.  
 Representative G. C. Mitchell

**BILL SANDERS**

**JUNGLELAND**

FOR SALE

This is the best money making Show I have ever built. 65 ft. Panel Front, easy to handle; 14 ft. Truck Body for Snakes, 14 ft. Trailer for Monkeys; Side walled in, no top needed. Will divide into 2 Shows. CASH ONLY.

**SAILOR KATZY**  
 c/o Buff Hottie Shows, Florence, Ala., this week; Huntsville, Ala.; Tupelo, Miss.; Franklinton, La., to follow.  
 WINTER QUARTERS: Rt. 3, Box 548, Tampa, Fla.

**WANTED**

RIDES—CONCESSIONS—GAMES EXHIBITS—SHOWS

Winter quarters for circus people. Trailer space. Open year round.

**SUNSHINE STATE FAIR**

Farmers Market & Auction, State Road 27 (U.S. 441) West Hollywood, Florida. Phone: Hollywood 2-1719.

**WANT**

FOR LA PLATA, MD., FAIR

Hanky Panks, Fish Pond, Long and Short Range Gallies, String Game, Slum Blower, etc. Can use small Grind Show, Five-in-One, Snake Show. Can use one more Major Ride, Octopus or Tilt. Ferris Wheel for Leonardtown, Md., Colored Fair week of Sept. 19; week of Sept. 26, La Plata, Md., Fair.

**JERRY GERARD**  
 MARYLAND BAZAAR CO.

**FOR SALE**

D. Rex Barnes Monkey Show at \$1500.00, without transportation. 17 fine monkeys including Capuchin mother and baby combination. Fine wardrobe for all. New 20x30 royal blue top, sound equipment, mike, etc. GIL TRACY, THIS IS IT. Can be seen in operation at Bluffton, Ind., this week; Hamilton, Ohio, next week. This show should pay for itself yet this season. Ill health reason for this advertisement.

FROM THE LOTS

Belle City

REEDSBURG, Wis., Sept. 17.—Altho daytime weather was good, cold nights plus a polio scare cut ride and concession business in half at the recent Waupaca County Fair, Weyauwega, Wis. In the line-up were 12 rides, 4 shows and 32 concessions. Attendance of older people at the fair, last of the Northern Circuit of eight Wisconsin annuals, was good. At Weyauwega and the Shawano fairs there were meetings of a number of old-timers, including Joe Stoneman, E. Joe Henke, E. A. Bodart, H. Ellman, F. Foehler, O. Hull, Lyn Lucia and Jack Hansher Jr.

WEYAUWEGA, Wis., Sept. 17.—Show had a good week at the Wausaukee (Wis.) Fair. The Shawano date, which is normally one of the best on the northern Wisconsin circuit, was off a little bit due to a polio scare. The weather was good, however, a lack of kid customers had its affect on the ride business. The midway was 1,000 feet long. Joe Silox with ten-in-one did pretty well for himself as did Ray Jearwell's Wildlife. Show moved into

Sharp Increase In RAS Gross Eyed at Topeka

TOPEKA, Kan., Sept. 17.—The Royal American Shows, with one more operating day than last year at the Kansas Free Fair, was expected Friday (16) to wind up the nine-day event with a ride and show gross up substantially from last year.

Thru Thursday, the RAS gross was up 3 per cent from '54 with three days, including the added Sunday closing, still to go.

Leon Claxton's "Harlem in Havana" was pacing the shows, with "Flashes of '55" and Dick Best's Side Show running second and third, respectively.

The Round-Up was demonstrating surprising strength, and at the end of the fourth day was leading the rides. The Dodgem was holding down the second spot, with the Roller Coaster third.

James Bergen Passes at 82

NEW YORK, Sept. 17.—James Bergen, brother of Frank Bergen, owner of the World of Mirth Shows, died at his Staten Island home Monday (12). His age was 82.

He is survived by his widow and a son, James, who assists his uncle in the management of the World of Mirth.

A high mass was said and burial took place on Thursday (15). Full military honors were accorded since he was a corporal in the Spanish-American War. Many floral offerings were received and a large delegation from the World of Mirth attended the services.

The deceased was known to many show people since he was a regular visitor to the World of Mirth during its spring dates in New Jersey.

MORT MESSIAS WANTS For PLAYLAND PARK

Capable Ride Men. Park open all winter. This is a steady yearly job. Also two Bingo Countermen or Women for steady work. Man or Woman for Popcorn and Candy Apple Concession. We are now booking Concessions and Rides for 1956 season. If you are tired of truck repairs, moving, tearing down and setting up, contact immediately. EDISON 3-1616, or come on to PLAYLAND PARK, 3309 Wilkinson Blvd., Charlotte, N. C.

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

the fair here, last one on the circuit, and then after playing three street fairs will close with a five-day stand (28-October 2) at St. Francis, Wis.

This will be a Legion Fair and Round-Up on spacious Legion grounds. There will be three parades, a rodeo, fiddlers' contest, baton-twirling contest and a cowboy dress contest. There are already 50 horses and riders in the parade. It's the third annual contest and the Bay View merchants, Cudahy, and the city of St. Francis are 100 per cent behind it. Al Szydowski is chairman. — JOE HENKE.

Rogers Bros.

GLENWOOD, Minn., Sept. 17.—Show closed here recently after a successful season. Management plans to add three rides next season.

Mrs. Adrian Dybdahl was back with the show for the last two spots. Mr. Dybdahl drove from Cass Lake to Moorhead, Minn., to get her and their new daughter, Pam. Mr. and Mrs. Earl Rogers took delivery on a new Cadillac purchased in Cass Lake.

—Mrs. M. L. hWiteside.

Detroit Fair Concessions

DETROIT, Sept. 17.—The roster of concessionaires at the Michigan State Fair here included:

Cookhouses and grab: Oscar Bank Company, Bearsch Catering, Charles E. Boots (2), Howard O. Briggs, Thomas Brooke, John P. Buback, John R. Buckshaw, Carpenter and McBride, Warren F. Chaltron, Coffee Time, Donald R. Conrad, Mrs. John Daskaloff, Gwendolyn Dombrowski, Lillian Davis, Charles Dawson, Downtown Y Men's Club, Genevieve Dutkiewicz, Jack C. Giroux, Peter H. Hansen, Harvey and Nader, Julia Hovey and G. Clary, Jennings Johnson, Kappa Sigma Kappa, Walter S. Kozak, Harold Kauffman, Robert Kutzen, P. Tra Labadie, Raymond Lindsey, Lutheran Charities, Martin and Hovey and Kallish, Ernest W. Moody, W. E. Myers, John L. Norman, John Obielecki, Optimist Club of Northwest Detroit, Order of the Eastern Star, Jerry Pappas, Lester Patton, Phi Kappa Upsilon, Phi Phi Alpha, June Porter, Reorganized Church of Latter Day Saints, W. C. Rettich, Byron Riddell, Tillie Silverman, Serv-Best Frozen Foods, Helen Skowronski, St. Joe Dads' Club, Clark R. Swain and Richard Swain, Trinity Church of the Brethren, G. H. Tucker, Jimmy Tucker, Lt. Gamble VFW Post, Warren Methodist Church, Brown and Williams, and Polish United National Choirs Association.

Popcorn: Albert Goodballan, Joe Johnson, Mrs. Mike Johnson, Dorothy G. Lutz, Arthur Mahlebashian, John Mahlebashian, Mrs. Galust May, Dajad Dan, Nalbandian, Albert Onanessian, Charles H. Onanessian, Leo, Ouenmedian, Morrison Smith, Edward Varianian, H. A. Yavruian, S. A. Yavruian, H. Zakarian, Auto polish: John Branscombe, Chester J. Collier, Charles McCloskey, J. Arthur McCool, Cotton Candy: Sidney Ayles (4), Paul Delaney, Earl R. Floyd, Jay Hotchkiss, Maurice G. Layne, Arthur E. Moon, W. S. Myers, French fries: Mrs. W. H. Fiske, George and Helen Frazz (2), Fred A. Mullen.

Frozen custard: Frederick G. Brown (2), William C. Dwyer, W. S. Myers, Young Democratic Club, Hats: Diamond and Lavetter, Jack Durand, Leonard Luxenberg (2), Ray Schafran (3), Horoscopes: Edward G. Edwardes, Randolph Mathura, Jewelry: E. N. Golden (2), Nick Gontz, Harry Kibel, Marge Russell, Dorothy L. Stinson, Jack Zaichke, Kitchen gadgets: Carl Linenfelsner, Novelties: Edward Bennett, Andy Day, Paul Delaney (4), Harry Lefkowitz, Leonard Luxenberg (2), Photos: Gerald Levine, Will Stein, Salt water taffy: William J. Coffelt (2), Stanley S. Powell, Jay Hotchkiss, Shooting galleries: Neal Carlin (long range), W. O. King (5), Thomas Sutton.

Specialties: Seymour Adler, H. Pastor, B. Berman, polishing cloths; Clement Adam, candy apples; Mr. and Mrs. P. Barton, gift and flower stand; M. Beatty, herbs; Henry L. Biggs, shoeshine; Phil Bennett, saxophones; Art Braver, auction truck; Robert S. Davidson, automatic tooth paste dispenser; Phil Dermer, toys and dolls; D. T. Elliott, cigarette stands (3); Samuel S. Field, artists; Lester Gordon, athletic demonstration; George Kehoe, handwriting analysis; Harry Byba, fudge stand; Murray Pien, chameleons; E. N. Golden, auction truck; Robert Henderson, strollers (2); Maurice Layne, candy apples; Edward March, pictures; H. F. Martin, African dip; Michigan Fruitmatic Company, 3 fruit machines; J. S. McNeal Jr., dancing mannequins; Thomas J. Norton Jr., saw blades and glass cutter (3); Walter Nugent, miniature golf; Jerry Samet, dolls and animals; Albert Sarkees, balloons; Jack A. Sands, tie pins; Ben Perrin, archery; Harold J. Slater, root beer; Paul H. Swain, orange drink; VFW Post 171, Cokes and potato chips; E. B. Wilson and associates, baseball; Norman J. Zemer, root beer; Doug Wade, candy apples; Sidney Ayles, snow cones; William Boyce, vitamins.

Donald T. Elliott, vending in the Coliseum, cigarettes and tobacco; Geha Brothers, groceries; L. & L. Theatre Concessions, ginger ale; James Verner Co., ginger ale; Velvet Peanut Products, Inc., peanuts, potato chips, pretzels, shoestrings. Detroit Coca-Cola Bottling Company.

Duke Engineering, vibrators; McDonald Brothers, aquarium; Helen Murdock, fudge; ReLax It, vibrator; Vitama, vitamins; Halloran Company, pianos; Cory James, aprons; Ida Products, aluminum windows; Peters Associates, braided rugs; Herman Brothers, bird supplies; J. P. Dart, eye glass cleaner; Kwik Kafé, coffee dispensers; Grinnell Brothers Music House; C. Herman, hand bags; Fred Allen, planes; R. A. Fischer, vibrator; Gallagher Music Company.

Carnival Routes

Continued from page 48

- (Fair) St. George 26-Oct. 3. Big Four Am.: Malden, Mo.; Leachville, Ark., 26-Oct. 1. Big State: (Fair) Bridgeport, Tex.; (Fair) McKinney 26-Oct. 1. Blue Grass: (Fair) Columbus, Miss.; (Fair) Corinth 26-Oct. 1. Blue Valley: Drexel, Mo., 20-22. Bogle, F. C.: (Fair) Neosho, Mo., 20-24. Borderland: O'Donnell, Tex., 20-25. Brodbeck & Schrader: (Fair) Hutchinson, Kan., 19-22. Buck, O. C.: (Fair) New Bern, N. C.; (Fair) Clinton 26-Oct. 1. Burke, Harry: (Fair) New Iberia, La., 20-25; (Fair) Plaquemine 29-Oct. 3. Burkhardt: (Fair) Clarksville, Ark. Byers Bros.: Wynna, Ark.; Searcy 26-Oct. 1. Capital City: (Fair) Manchester, Ga., 26-Oct. 1. Carr, Lawrence: Wilmington, Mass. Cattlett Greater: Munday, Tex. Central Am. Co.: (Fair) Lewiston, N. C.; (Fair) Jackson 26-Oct. 1. Central States: Bristol, Okla. Cetlin & Wilson: (Fair) Richmond, Va., 21-Oct. 1. Chanoe, Jimmie: Winchester, Ind. Cherokee Am. Co.: Shawnee, Okla., 19-22; Arita 22-24; Sedan, Kan., 17-Oct. 1. Coleman Bros.: Rochester, N. H. Collins, Wm. T.: Joplin, Mo., 21-28. Cote Am. Co.: Scottville, Mich., 21-24; (Fair) Vassar 27-Oct. 1. Crafts Expo.: (Fair) Watsonville, Calif., 22-25. Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Dalton, Ga., 26-Oct. 1. De Gaynor's Kiddieland: Elkorn, Wis., 23-25. Dickson United: (Fair) Aitua, Okla. Dixie Am.: Mount Ida, Ark., 21-24; Hampton 26-Oct. 1. Down River Am. Co.: Carleton, Mich. Drago, No. 1: Roann, Ind.; Kokomo 26-Oct. 1. Drago, No. 2: Kirkland, Ind. Drew, James H.: (Fair) Newport, Tenn.; (Fair) Murphy, N. C., 26-Oct. 1. Dudley, D. S.: Lamesa, Tex.; (Fair) Post Oct. 3-8. Dumont: Rainesville, Ala.; (Fair) Calhoun, Ga., 26-Oct. 1. Dyer's Greater: Tiptonville, Tenn.; Clarendon, Ark., 26-Oct. 1. Eastern Am. Co.: Farmington, Me.; (Fair) N. Waterford 29-Oct. 1. Eddie's Expo.: Newton Falls, O. Edwards, Allen: (Fair) Hutchinson, Kan., 20-24. Evans United: Concordia, Mo.; Plattsburg 26-Oct. 1. Fidler United: Morrilton, Ark. Fitzsimmons: (Fair) Durango, Colo., 21-24. Franklin Greater: (Fair) Farrell, Pa. Franklin, Don, No. 1: (Fair) Warton, Tex., 20-24; (Fair) Rosenberg 26-Oct. 1. Franklin, Don, No. 2: (Fair) Bowie, Tex., 20-25; (Fair) New Braunfels 28-Oct. 2. Frontier: Salt Lake City, Utah, 19-25. G. & B.: Oakland, Md. Gem City: (Fair) Meridian, Miss.; (Fair) Tuscaloosa, Ala., 26-Oct. 1. Gentsch, J. A. Waynesboro, Miss.; Meadville 26-Oct. 1. Georgia Am. Co.: (Fair) Cumming, Ga.; (Fair) Lavonia 26-Oct. 1. Glades Am. Co.: Buena Vista, Va.; Kenbridge, Va., 26-Oct. 1. Gladstone Expo.: (Fair) New Albany, Miss.; (Fair) Clarksdale 26-Oct. 1. Gold Medal: (Fair) Bedford, Va.; (Fair) Newport, S. C., 26-Oct. 1. Gooding Am. Co., No. 1: (Fair) Delaware, O. Gooding Am. Co., No. 2: (Fair) Adrian, Mich. Gooding Am. Co., No. 3: (Fair) Nashville, Tenn. Gooding Am. Co., No. 4: Jackson, O. Gooding Am. Co., No. 5: (Fair) Centreville, Mich. Gooding Am. Co., No. 6: (Fair) Bluffton, Ind. Gooding Am. Co., No. 7: Columbus, Ind. Gooding Am. Co., No. 8: Somerset, O. Gooding Am. Co., No. 9: Seaman, O. Grand American: Monroe City, Mo. Greater Dixieland Expo.: Vicksburg, Miss.; (Fair) Jonesboro, La., 26-Oct. 1. Hale's Shows of Tomorrow: Plattsmouth, Neb., 21-24. (season ends) Hames, Bill: Amarillo, Tex. Hammond, Bob, No. 1: Temple, Tex.; Crockett 26-Oct. 1. Hammond, Bob, No. 2: Waxahachie, Tex. Happy Attrs.: Dover, O.; Ashland 26-Oct. 1. Harrison Greater: Fremont, N. C.; Wallace 26-Oct. 1. Hartsock Bros.: Ridgeway, Mo.; Centreville, Ia., 26-Oct. 1. Hartsock, Roy: Nellyville, Mo. Heller's Acme: Hoboken, N. J. Heth, L. J.: Cartersville, Ga.; Carrollton 26-Oct. 1. Hill's Greater: Carlsbad, N. M. Holiday Am. Co.: (Fair) Hermitage, Mo., 21-25. Holly Am. Co.: (Fair) Fayetteville, Ga.; (Fair) McDonough 26-Oct. 1. Hottle, Buff, No. 1: Florence, Ala. (Fair) Huntsville 26-Oct. 1. Hottle, Buff, No. 2: Portageville, Mo.; Lawrenceburg, Tenn., 26-Oct. 1. Hottle, Buff, No. 3: Raceland, La.; Oberlin 26-Oct. 1. Hugo's Novelty Expo.: (Fair) Claremore, Okla., 21-24; (Fair) Okmulgee 26-29. Ideal Rides: (Fair) Nashville, Ind., 21-24; Indianapolis 30-Oct. 2. Imperial, No. 1: Carrollton, Ill., 20-24; Union, Mo., 27-Oct. 1. Imperial, No. 2: Carrollton, Ill., 20-24. Johnny's United: (Fair) Huntington, Tenn. Jolly: (Fair) Rockymont, Va. Kile, Floyd O.: (Fair) Prescott, Ark.; (Fair) Russellville 26-Oct. 1. King Bros.: Boise City, Okla., 21-24. King Shows, Ltd.: (Fair) Elmvale, Ont., 20-21; (Fair) Collingwood 22-24; (Fair) Owen Sound 26-28. Lagasse Am. Co., No. 1: Tunbridge, Vt., 22-24. Lagasse Am. Co., No. 2: Worcester, Mass. Lane, Leo: (Fair) Sparta, Ga.; (Fair) Wrightsville 26-Oct. 1. Lee Am. Co., No. 2: (Fair) Robertsdale, Ala. Lone Star: Austin, Ind.; (Fair) North Vernon 26-Oct. 1. McKenna's Rides & Am.: (Fair) Lodi, Wis., 25-28; Clintonville 30-Oct. 2. Majestic Greater: Parsons, Tenn.; (Fair) Jasper, Ala., 26-Oct. 1. Manning, Ross: (Fair) Rock Hill, S. C.; (Fair) Statesville, N. C., 26-Oct. 1. Marion Greater: Kingstree, S. C.; Manning 26-Oct. 1. Marks, John H.: (Fair) Albemarle, N. C.; (Fair) Hickory 26-Oct. 1. Meeker's (Fair) Yakima, Wash., 20-25. Merriam's Midway: Cozad, Neb., 22-23. Metropolitan: Pulaski, Tenn. Midway of Mirth: Marvell, Ark. Mighty Hooper State: Versailles, Ind.; (Fair) Aurora 28-Oct. 1. Mighty Interstate: (Fair) Moulton, Ala.; (Fair) Childersburg 26-Oct. 1. Miller, Ralph R.: (Fair) Krotz Springs, La.; Melville 26-Oct. 1. Moore's Modern: Littlefield, Tex., 20-24; Andrews 26-Oct. 1. Mound City, No. 1: East Prairie, Mo.

- Mound City, No. 2: Cardwell, Mo.; Wardell 26-Oct. 1. Murphy's Tri-State: Mitchell, Minn. Nolan Am. Co.: (Fair) Washington C. H., O., 20-24; (Fair) Greenup, Ky., 28-Oct. 1. Page & Ferris Combined: (Fair) Ashboro, N. C. Page Bros.: (Fair) Ardmore, Ala. Pan American: Cleveland, Tenn.; (Fair) Gainesville, Ga., 26-Oct. 1. Penn Premier: (Fair) Mount Airy, N. C.; (Fair) Lexington 26-Oct. 1. Powell Greater: Woodsville, O.; Co-hoction 26-Oct. 1. Prell's Broadway: (Fair) Concord, N. C.; (Fair) Rocky Mount 26-Oct. 1. Raines Am.: (Fair) Paris, Ark. Raley Bros. Expo.: (Fair) Taylorsville, N. C.; (Fair) King 26-Oct. 1. Reid, King, No. 1: Bloomsburg, Pa., 19-Oct. 1. Rose City Rides: Sikeston, Mo., 22-24. Royal American: Oklahoma City, Okla. Royal Expo.: Augusta, Ga.; (Fair) Kingstree, S. C., 26-Oct. 1. Royal Midwest: (Fair) Brandenburg, Ky., 22-24. Rumble Greater: Salem, Ind.; Lawrenceville, Ill., 28-Oct. 1. (season ends) Schaefer's, Jr.: Fort Sun: Pine Bluff, Ark. Scott, Turner: Kingstree, S. C.; Manning 26-Oct. 1. Shamrock: (Fair) Stillwater, Okla., 19-22. Shan Bros.: Canton, Ga. Shoemaker's Tri-State: (Fair) Grats, Pa. Smith, Geo. Clyde: (Fair) Farmville, Va.; (Fair) Enfield, N. C., 26-Oct. 1. Snapp Greater: Fayetteville, Ark. Southern States: Perry, Fla.; Monticello 26-Oct. 1. Southern Valley: (Fair) Couthatta, La.; (Fair) Natchitoches 26-Oct. 1. Star Am. Co.: (Fair) Eudora, Ark.; (Fair) McGee 27-Oct. 1.

- Stephens, C. A.: Dungannon, Va. Strates, James E.: Shelby, N. C.; Greenville, S. C., 26-Oct. 1. Strong's Am. Co.: Nashville, Ark., 20-24. Sunset Am. Co.: (Fair) Dexter, Mo.; (Fair) Hope, Ark., 26-Oct. 1. Tassel, Barney: Red Springs, N. C. Tatham Bros.: East Moline, Ill., 22-24. Tennessee Valley: Iuka, Miss. Thomas, Art B., No. 1: Mitchell, S. D.; Yankton 29-Oct. 1. Thomas, Art B., No. 2: Mitchell, S. D. Thomas Joyland: Beckley, W. Va. Tidwell, T. J.: (Fair) Watonga, Okla. Tinsley, Johnny T.: (Fair) Newman, Ga.; (Fair) Anniston, Ala., 26-Oct. 1. Tivoli Expo.: (Fair) Blytheville, Ark., 20-25; (Fair) Bastrop, La., 27-Oct. 1. 20th Century: Muskogee, Okla., 19-25. United Expo.: Martin, Tenn. United States: Pulaski, Va.; Ashville, N. C., 26-Oct. 1. Victory Expo.: (Fair) Iowa Park, Tex., 26-Oct. 1. Virginia Greater: (Fair) Roanoke Rapids, N. C.; (Fair) Warrenton 26-Oct. 1. Volunteer: (Fair) Dyer, Tenn., 19-26; (Fair) Linden 28-Oct. 1. Wallace Bros.: El Dorado, Ark.; Kosciusko, Miss., 26-Oct. 1. West Coast: (Fair) Madera, Calif., 19-25; Bakersfield 27-Oct. 2. West Coast Expo.: Walnut Creek, Calif., 21-25; (Fair) Bakersfield 26-Oct. 2. Wilber's Wolverine: Hartsville, Tenn.; McMinnville 26-Oct. 1. Wilson Famous: Eureka, Ill., 21-24; Astoria 29-Oct. 1. Wolfe Am. Co.: (Fair) Robersonville, N. O. World of Mirth: Allentown, Pa. World's Finest: (Fair) Lindsay, Ont.; (Fair) Kitchener 26-Oct. 1. Young, Monty: Salt Lake City, Utah, 19-25. (season ends)

Wanted-For Veterans of Foreign Wars-Wanted

EXPOSITION AMERICAS'

SAN ANTONIO, TEX., OCT. 25-30—Directly Follows Dallas Fair

Concessions for independent midway and exhibit tents. Juice and Grab, Popcorn, Floss, Photos, Scales, Shooting Gallery, Novelties, Silhouette Artist, Gadget Workers and Demonstrators. Terrific new grounds on two bus lines. 10,000 advance tickets sold. Twenty-million-dollar monthly military payroll—a million people to draw from. WILL BOOK FREE ATTRACTIONS.

PHONE, WIRE OR WRITE—EXPOSITION AMERICAS' SAN ANTONIO 5, TEX. 313 HOUSTON BLDG. Phones: Capitol 6-2922—LEhigh 2-4068

MISSISSIPPI FAIR & DAIRY SHOW

Corinth, Miss., week Sept. 26

Followed by Cherokee, N. C., Indian Fair and a continuous route of better bona fide Southern Fairs.

CONCESSIONS: Can place legitimate Merchandise Prize-Every-Time Games of all description. Will book Buckets and Six Cats if you have Hanky Panks to go with them, Glass Pitch, Bear, Bird, Derby, Auction Sales and Concessions of all nature.

HELP: Can place Foremen and Second Men who are licensed drivers for all Major Rides. Highest salary paid and all winter's work in Florida. All wire:

C. C. Groseurth, Gen. Mgr., Blue Grass Shows Columbus, Miss., all this week. No phone calls, please.

SHAN BROS.' SHOWS

Want Musicians, Chorus Girls and Comedians for Minstrel Show. Salaries paid from office. Louis Barton and "8 Rock White," come on. Will book Shows with own outfits that do not conflict with what we have. Want operators for Wildlife and Fun House. Can place Hanky Panks of all kinds. Gainesville, Ga., next week, followed by Sandersville, Douglas; then Marianna, Fla., and five more Florida fairs.

Replies to SHAN WILCOX CANTON, GEORGIA, this week.

PAN AMERICAN SHOWS

WANT WANT WANT For GAINESVILLE, GA., FAIR, Sept. 26 to Oct. 1, then all Fairs until December WANT MECHANIC WITH TOOLS. ALL WINTER'S WORK. TOP SALARY

Can place Ride Foremen for Tilt-a-Whirl, Octopus and Mix-Up and Help on all Rides. CONCESSIONS: Man and Wife to operate Grab, Stock Concessions of all kinds, large Cookhouse and Bingo, also Ice Cream, Custard, Palmistry, Glass Pitch, Jewelry, Novelties, Ball Games, Basket Ball and Six Cats. Bill Porter wants Agents for Count Stores and Buckets. SHOWS: Manager and Inside for Side Show and Girl Show. Can also place Unborn and Illusion. Will book Shows with own outfits, Talker, Musicians and Performers for Minstrel Show. All winter's work. All wires and correspondence to TED WOODWARD, Secy. Or care PAN AMERICAN SHOWS, Cleveland, Tenn., this week; followed by Gainesville, Ga., Fair.

BUFF HOTTLE SHOWS UNIT #1

WANT FOR HUNTSVILLE, ALA., FOLLOWED BY TUPELO, MISS., AND FRANKLYNTON, LA., AND 3 MORE OUTSTANDING FAIRS

Concessions that work for stock. Will book complete well-framed Side Show with own equipment to start at Huntsville next week. RIDES: Want Round-Up and Rolloplane. Especially want Tubs of Fun. Also Ride Help who drive trucks.

All replies to BUFF HOTTLE FLORENCE, ALA., THIS WEEK

C. A. STEPHENS SHOWS

Want for Rockdale County Fair, Conyers, Ga., followed by Appling County, Baxley, Ga. CONCESSIONS working for: rock, Novelties, Ice Cream Dip, Long Range, High Striker, Ball Games, Glass Pitch and Custard. RIDE HELP: Second Men on Tilt and Merry-Go-Round. SHOWS: Side Show and Girl Show with own equipment.

Contact C. A. STEPHENS SHOWS DUNGANNON, VA., THIS WEEK

# CIRCUSES

## CAN USE ONE HIGH TYPE PROMOTION MANAGER

For larger towns who can get money clean. Good auspices, no season's lay-offs and full thirty-five daily on your contracts. Also one team who likes smaller promotions.

### GENERAL PROMOTION MANAGER

#### TOMMY SCOTT SHOWS

Phone 77029, Topeka, Kansas  
No collects

## FOR SALE THE CONLEY BAREBACK HORSES

The finest in show business. All trappings and a 32 ft. ring mat.

### RIDING CONLEYS

Rt. 3, Batavia, Ohio

## 2 PHONEMEN 2

Phones in. 25% Book and Tickets. Civil Defense Deal, just started. No boozing. Fast pick-up. Pay daily.

### ROOM 213

Roosevelt Hotel Gary, Ind.

## PHONEMEN!

Where is my old Spokane Crew?

Jack Palmer, Bud Mahon and Perry Brown ONLY, wire collect where I can contact you.

### JERRY BADEN

c/o Western Union, Great Falls, Mont.

## 1955--CIRCUS PHOTOS--1955

Very Clear & Sharp

15 MILLS BROS. \$2.00  
15 HAGEN BROS. 2.00  
15 GEO. W. COLE 2.00  
15 KELLY-MILLER 2.00  
20 KING BROS. 2.50  
20 RINGLING BROS. 2.50

These are very hard to beat.

### Johnny Vogelsang

713 Oak St. Niles, Mich.

## 5-PHONEMEN-5

Program book and tickets for big Minstrel Show. Producers only. Veteran sponsored. Strong deal. 25% commission. Collect and pay daily. Phone

### JOHN ROBERTS

Buckingham 1-4100, Chicago, Ill. Always steady work for good men.

## 'Super Circus' to Move; Dobritch Holds Position

CHICAGO, Sept. 17.—Announcement this week by American Broadcasting Company that it would move "Super Circus" to New York at the end of October brought uncertainties so far as some of the cast and staff are concerned.

But Alex Dobritch, "Super Circus" booking councilor for the Associated Booking Corporation, said that his set-up apparently would not be altered, and that booking of acts for the show would be continued as in the past.

Dobritch said he plans to move his wife and son to New York and that his son, Sandy, would continue as a clown on the show. Dobritch himself will commute between Chicago and New York.

He said he plans to spend the early days of each week in Chicago to handle work connected with several acts he has under exclusive booking arrangements for Associated. This includes acts contracted for upcoming time with Orrin Davenport's Circus, Polack Bros.' Circus, the Houston Shrine date and others.

Last half of each week will be

spent in New York for TV show, he anticipated. He said that while the move would make some acts unavailable to the show there were others concentrated in the East which would be used for the show. He said he works closely now with other booking offices and expected to continue that.

Meanwhile, other observers were predicting that "Super Circus," a Sunday show, might find competition with "Big Top" more pronounced when both are seeking acts from the same territory. "Big Top" is televised on Saturdays, and acts are booked thru the Hamid office.

## Beatty Closing September 29

GRAND FORKS, N. D., Sept. 17.—Clyde Beatty Circus will close its current season on September 29 at Berger, Tex., it was learned this week.

The show is taking the shortest of several tentative routes in order to reach winter quarters early. There was no immediate word from the show as to where it would go in to quarters, but there seemed to be a good chance it would return to Deming, N. M., or Phoenix, Ariz.

Neither was there any comment from the show about reports that obligations to Art Concello have been met in full now.

## Cappell, McReavy Reveal Plans For Shop-O-Rama Free Circus

MINNEAPOLIS, Sept. 17.—H. N. (Doc) Capell and Vernon L. McReavy will take out a new show entitled the Shop-O-Rama Free Circus this fall, opening in mid-October and playing business districts for Chambers of Commerce,

merchants associations and similar groups.

It will include the Capell circus animals and acts in a 90-minute show on a new 22 by 22-foot elevated stage. Two large cage trucks owned by Capell will be fitted up with sidewalls to make a walk-around show. There also will be food concession stands and several kiddie rides.

Opening will follow the end of the season of the Jay Gould Circus, where Capell and his family and acts have been appearing. Prior to the Gould opening this season, they had their Edgar B. Bucks Wild Animal Circus on the road. It is expected that the initial tour of the new outfit will last until about Christmas time, with a possibility that it will be converted into a Christmas unit at that time.

McReavy, promotion man formerly with Hamid-Morton, Cole Bros., Polack Bros. and others, said at his home here he expected to start contracting the show Monday (19). Show cards and other material have been prepared. McReavy also said that the show would use a 200-foot color movie of the layout to show prospective sponsors what to expect.

## 4 Shows Crowd Virginia; Results Termed Spotty

NORFOLK, Sept. 17.—Four circuses have been playing this area and when combined with a fifth that also made the territory in the spring they are making 90 stands in the State this year. Business is spotty.

Included are King Bros. & Cole Bros., with 10 towns; Hunt Bros., 18 towns; Ring Bros., seven fall and eight spring towns; Beers-

Barnes with 30 towns now and eight in the spring, and Von Bros., with eight spring stands.

Business for Ring Bros. earlier in Maryland and New Jersey was light, and the show lost two days to polio near Boston and two more days to floods in Connecticut. They followed the Virginia time with stands in South Carolina and Georgia.

Beers-Barnes Circus lost a week to flash floods in Pennsylvania. An elephant truck burned at Georgetown, Del., and prompt fire department action saved other equipment. On Labor Day, the show's animal trainer, David Hoover, was injured by a lion. On a ferry boat move September 11, one of the show's elephants became excited in rough water, and it repeated the excitement later on a highway.

Hunt Bros. drew weak business at Clarksville and Alta Vista. Ring came into Clarksville 10 days later. King Bros. was around Norfolk and several trucks were giving trouble. State troopers were of special assistance to the several circuses and a carnival, all moving Sunday (12) in the area.

While Hunt Bros' helicopter was ballying for its Blackstone (13) and South Hill (14) stands, it appeared over Alberta, a Beers-Barnes town, and gave that show a plug. It also flew over towns in King-Cole territory but plugged only nearby Hunt stands.

## UNDER THE MARQUEE

Tony and Claire Conway, Spencer Stine, Melvin Hildreth, the Gardners, Mr. Keegan and Dr. William Mann have been seeing much of Hagen Bros. around Washington. . . . Floyd W. Henton, director of the Omaha Zoo and CFA director, reports the zoo has set a new attendance record despite 107-degree temperatures.

From Polack Eastern, Paul Kaye writes that Les Parker, Ralph Oyseth and Piefka Freddi are the show's most enthusiastic fishermen, (Continued on page 63)

## CIRCUSIANA MART

A Market Place for COLLECTORS' ITEMS . . . Rare books, lithographs, photos, posters, route cards, old and antique material and equipment.

MOLINARI PIANO HURDI GURDY, 10 tunes, Barnum's Book, other Circusiana items. Info., write: R. Ballard, 2302 Hand Blvd., Orlando, Fla.

CIRCUS CHRISTMAS CARDS, FRENCH-fold. Your favorite negative or one of mine. Write: George Brinton Beal, Box 6, Newburyport, Mass.

12 A-I E BARNES LITHO PHOTOS \$1.75. Collector's \$1 deal. 10 items, trading list. Sample photo 25¢. Taber, 3688 Corner, Riverside, Calif.

CIRCUS COLOR PICTURES, POST CARD size. Set of 14 Ringling Bros.-Barnum Bailey in Kodachrome, \$5; set of 5, \$2; sample 50¢. Bill Van Winkle, Club 150, Morton, Ill.

MINIATURE CIRCUS WAGON KITS, WILD animals, acts, accessories. Illustrated catalog, 35¢. Waiters Hobby Shop, Dept. B, 207 French Rd., Utica 4, N. Y.

THEATER PROGRAMS, ANTIQUE POSTERS, rare items; list for stamp. Central Show Printing Co., Box B 617, Mason City, Iowa.

WILL BUY CIRCUS ROUTES — CASH only; no trades or swapping. John Robinson's 1872, 1873, 1874, 1875, 1876; King & Franklin 1887, 1888; Teech Brothers (Any Season); M. L. Clark & Sons (Any Season). Interested in Official Typed Routes only. Charlie Campbell, c/o Marie O'Day's Palace Car, as per route under "Miscellaneous" Billboard weekly. Permanent address: Post Office Box 301, Sylva, N. C.

FOR SALE—ROUTE BOOKS, PHOTOS, Tickets, Passes, Lithos, Couriers, Heralds, White Tops, Bandwagons, Billboards, Other Circus Magazines and books. Send your want lists to Willie Ingram, Plainville, Kan.

WHITE TOPS—NEW LIST, ALSO ROUTE Books and Programs for Cole, Ringling, Mills, Mix, Main, others. Bob Parkinson, Cambridge, Ill.

SUBSCRIBE TO THE CIRCUS REVIEW. The printed "all circus" magazine. For performers, collectors and fans. Sample copy 25 cents. One year with membership card \$1. The Circus Review, Box 112, Portland, Tenn.

SKULL OF LITTLE LIZZIE—RINGLING elephant that died in Atlanta in 1941. S. J. Arnold, 1009 Amber Rd., Orlando, Fla.

## RATES

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display.

15c a word—Minimum \$3.00  
Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted.

1 inch (14 agate lines) \$14.00  
Cash with copy

Send Orders and Correspondence to  
Circusiana Mart The Billboard  
2160 Patterson St. Cincinnati 22, O.

## Watch for . . .

the next publication of

## CIRCUSIANA MART

in the

OCTOBER 29

Issue

For more information on this monthly CIRCUS feature write

## CIRCUSIANA MART

The Billboard

2160 Patterson St., Cincinnati 22, Ohio

## PHONE MEN

For best Deals in Middle West. Book and Tickets. Two Sheriffs' Deals to follow. Call

### W. G. PHILLIPS

Phone 88842 Galesburg, Ill.  
No collects—no advances.

## PHONEMEN OR WOMEN

Year round Deals, Books and Tickets.

### BOB FEENEY

935 Gist Ave. Silver Spring, Md.  
JU 8-3228—JU 5-2070

## 4-PHONEMEN-4

Must be experienced. Producers only. Book and tickets for Minstrel Show. Veteran sponsored. Strong deal. 25% comm. Collect and pay daily. Evenings phone

### JOHN ROBERTS

Buckingham 1-4100, Chicago, Illinois

## 4 PHONEMEN 4

Top-notch Ad Men only. 35% commission—paid daily. Shelly "Bud" Snyder, Jim Burke, Jack Wade, Swede Henson, call Broadway 2-4466.

### ask for EDDIE

Can use good Contracting Agent.  
741 N. Milwaukee St. Milwaukee, Wis.

## 20 PHONEMEN

WANTED

ALSO PROMOTERS WITH CREWS

We want men who can stay sober and be reliable. We need men for Rockford, Ill.; Dubuque, Iowa; Council Bluffs, Iowa; Omaha and Lincoln, Nebr. (Pay your own.) Wire or phone

### PROMOTIONAL MGR.

210 So. 18th St. (Phone: 9160)

Omaha, Nebr.

## WANTED

CIRCUS ACTS CONCESSIONS USEFUL PEOPLE

BYRON GOSH  
General Delivery  
GRIFFIN, GEORGIA

## Merchants Free Circus

Want Calliope Player and Mechanic.

Replies to

### B. C. DAVENPORT

Dyersburg, Tenn.

## WANTED

### ★ PHONEMEN ★

King Bros.' Circus—Shrine Sponsor

Four experienced top-flight Phone Solicitors for Elephant Parade Banners and UPC Tickets. Positively NO DRUNKS. Wire or phone. No collects.

### R. A. WALTON

EGYPT SHRINE CIRCUS OFFICE, TAMPA, FLORIDA

## PRODUCING PHONEMEN FOR PRODUCTIVE PITCH

If you are an experienced Phoneman who wants the cleanest deal with a strong sponsor—and the assurance that you will be working for the most reputable fundraising organization in the business—we can use you immediately with two current deals in 50,000 population communities and three new, live deals ready to open in Pittsburgh, Boston and Philadelphia. We use name bands only for all spots and produce the most attractive books in the promotional field. We are interested only in Phonemen who must write \$200 minimum daily to feel that they are on a working deal. Of course, we pay 25% daily and collect immediately. If you are the kind of a man we want, then you'll have no need to call collect.

CONTACT MARGE DAWLEY, Riverside 6-2656, Youngstown, Ohio

## KELLY-MORRIS CIRCUS

Wants Promotional Directors. Hammond Organist, wire. Also Girls for Web and Swinging Ladder. Want Billposters, Concert People, Boss Canvasman, Working Men, etc. Men for all animal departments. Address:

Sept. 20; Gallipolis, 21; Ironton, 22; Waverly, 23; Peebles, 24; Cleves, 25; Chillicothe, 26; Salem, 27; Booneville, 28; Evansville, Oct. 1.

## EDDIE & ETHEL

Contact me immediately

### FRANK DEMSTER

## HALL & LEONARD SIDE SHOW Wants

Talkers, Ticket Sellers, Acts and Annex Attraction for Gooding's State Fair route. Contact Ward Hall, Nashville, Tenn., now.

## UNDER THE MARQUEE

Continued from page 62

while Fritz Frieloni is a camera fan. . . . Carrie Costine has broken a chimp to do an aerial break-away finish. . . . Leo Kreczmer keeps busy running the gilly to town and back. . . . Jackie Frieloni drives the show's tractor with a string of carts. . . . The Shanghai Twins have left, and Francisco and Dolores, perch, have joined. . . . Larry Benner, Jack Klippel, Paul Kaye, Henry Kyes, John Siems and Costine's Chimps have made TV shows. . . . Clowns made a hospital show at Topeka. . . . Visitors from the Gray show on Polack Eastern were Cleo Plunkett, Dick Dowd, Johnny Harriott, Jim Wong Troupe, the Johnny Gibsons, Mike Malko's troupe, Johnny and Joe Joansides, the Jerry Cabmacs, Kinko and Mary, and Jim and Gallagher Reynolds. The Neal Schaffner Players, including Evelyn Justice, visited. Billy Goff and Don Rey caught the show.

From the Blackpool Tower Circus, England, the Five Amandis write that they opened there April 7 and continue thru October 15, with a command performance for the Queen included. With this date, Poul Amandis will retire from the act and go into business in Denmark. He has been with the act for 22 years. Gunnar Amandis writes that the other four members have changed positions and will go on with the same tricks as were done with five people. He was married in Montreal in 1954 to Helen Harrington, formerly of the Peaches Sky Revue and later with Ringling, and they have a girl, born in August. The act will tour Holland, Belgium and France before returning to the U. S.

Dick Lewis reports from the Go for Broke Circus, Honolulu, that the show is doing bang-up business, along with the Fernandez midway and concessions. . . . Island residents who visited the show include Juan Lobo, former Wild West performer with Cole Bros.; Whitey Govro, ex-show wrestler; Flexible Ted Griggs, contortionist; Keyes and Ross, sharp-shooting act, and Mrs. Ray Charlton, wife of Aerial Ray and the former Pat Barnette, vaude comic. Gerry Cluxton, former dancer, is hostess at the Blue Ocean Inn, rendezvous for many show people. . . . Patty and Dianne Blair go to Rome after their Honolulu date.

Art (Doc) Miller, who billed French Canada for the King Reid Shows, says he figured out the French language way to secure daubs, a phrase he hadn't used in 20 years. . . . Roland Butler reports that he has not sold his circus collection but that he is disposing of some duplicate items to some circus fans.

J. W. Hartigan Jr., Morgantown, W. Va., caught Burling Bros. in Smithfield, Pa. . . . Pettus (Brownie) Brown and Jess Beadles, CFA, spent a week with King-Cole, making parade and spec and helping with Floyd King's wild life show. Along with Sylvia Gregory they visited Billy Dick and Bob Hagen on the Royal Midwest Shows.

The Madison (Wis.) Capital Times carried a column of answers to a question about whether a circus parade would increase attendance, reports Sverre Braathen, CFA. . . . Russell Harrison, musician with Kelly-Miller several seasons, underwent surgery at the Veterans Hospital, Des Moines, and expects to be released soon.

Acts at the Washington State Fair included Aida, the Girl in the Moon; Harold Alzana, high wire; Victor Julian, dogs; Marvel Trio, skates; Ramses, balancing; Alfred Landon and His Midgets; Vasconcello, high school horse; Four Kovaks, trampoline; Royal Rockets, high act, and the Marcellis, comedy acrobatics.

Houghton and Houghton, bike act, closed with Byron Gosh's All-American Circus at Edgefield, S. C., to play Pennsylvania fairs. . . . Jack Sweetman, circus drummer, was in Chicago after visiting Kelly-Miller and Polack Eastern in Indiana.

The Trausses of Odessa, Tex., visited in Chicago recently. Nadine Anderson, wife of clown Larry, is in Illinois Masonic Hospital, Chicago, for treatment of neck injuries received in 1953. Larry L. clowning for Bill Reed's Jimmie Lynch Death Dodgers.

At Keene, N. H., were Jimmy Cole, and his elephants, Three Milos' ladder act, announcer Jimmy Lee and Rayford the clown. . . . Making the Greenfield, Mass., fair will be Lucy and Donalo, dogs; Ladd Lyon, Spiller's Seals, Florida Trio, and the Bonnetts. . . . Stanley G. McCurdy, Augusta, Me., writes that the Windsor Fair had Ladd Lyon, Lott and Anders, Ski-Hi Thriller, Cole elephants, the Bonnetts and George Gelette.

Season's closing bill at Grona Lund Tivoli in Sweden had Krista and Kristel, double trapeze; Two Akimotos, antipodists, and Frank Eder, strong man, according to Ted Wolfram in Copenhagen. Showing at Liseberg, Sweden's largest park, for the closing week, were Leoni, human cannonball; Lebrac and Bernice unicyclists, and Two Marvels, acro comics.

E. H. Stewart, Buzzards Bay, Mass., recently visited King Bros. Circus and with Frank Lekiskis and Franko Richards had one day of fishing in Cape Cod Canal. Stewart also caught the Mills show and Playtime Amusements.

The Sky Kings, booked thru the Ernie Young Agency, Chicago, were among the featured acts at the recent Minnesota State Fair, St. Paul. Among other recent fair dates played by the Sky Kings were two other Minnesota annuals, Hutchinson and Willmar.

Le Virtue, well-known clown, is showing steady improvement in the health department. He has been confined to his home, 518 Shinnick St., Zanesville, O., since last October. Virtue reports that he intends putting on a few shows next winter. In the meantime, he has been keeping himself busy making wardrobe for other clowns and performers. He is anxious to hear from all of his friends in show business.

Myron Kyle (Huey the Clown) opened September 8 with Shipstad & Johnson's "Ice Follies" for the premiere at Pan Pacific Auditorium, Los Angeles. He is also still appearing at Disneyland for an indefinite run.

Don F. Smith, Detroit, writes that about 25 fans caught Kelly-Miller over the Labor Day weekend. . . . Bob Good, Allentown, Pa., reports that Scott Queen, formerly ahead of Mills and Hunt, is recuperating from a heart ailment at the Allentown hospital. Good will see Mills Bros. at Pennsylvania towns. . . . New York Times (2) reported RCA-Victor Records is moving into the New York building originally occupied by Fiss, Doerr & Carroll, old-time dealers in circus horses.

Charles Davit and Joe Beach visited with Jack Mills, Jake Mills, Bucky Leahy and Harry Baker when Mills Bros. Circus played Springfield, Mass. Wally Beach of Springfield caught Mills Bros. at Long Branch, N. J., and visited with personnel.

Howard Y. Bary's big snake and zoo in Bucks County, Pennsylvania, made The Philadelphia Inquirer (5) with a story saying the python survived the high water in the county okay.

## DRIVIN' 'ROUND THE DRIVE-INS

Mrs. Gidney Talley, of Pleasanton, Tex., has taken over the operation of the Hondo Drive-In, Hondo, Tex. . . . A Brighter Vision screen has been installed at the King Center Drive-In, Houston, Tex. . . . E. A. Buckalew, owner and operator of the Edgewood Drive-In, San Augustine, Tex., has installed an additional 24 speakers in an expansion move caused by increased attendance. . . . E. L. Pack, head of Bordertown Theaters, El Paso, has taken over operation of the Parkair, Fredericksburg Road and Trail Drive-Ins, San Antonio, from Claude C. Ezell & Associated. . . . A freak wind wrecked the screen tower of the Circus Drive-In at McCamey, Tex., according to Frank Nelson, manager. Damage was estimated at \$8,000. Work has been started on replacing the screen tower. . . . Police at San Antonio were searching for a thief who made off with \$450 in receipts from the car of Jack Carter, manager of the Mission Drive-In. The car was parked near the concession stand. Carter had gone to talk to the projectionist for five minutes and upon his return discovered the strong box containing \$100 in silver and \$350 in currency was gone.

Jack Arthur, owner of the Starlite Drive-In at Stephenville, Tex., as well as regular theaters there and at Comanche, Tex., was recently elected a member of the board of directors of the Stephenville State Bank. . . . The Twin-HiWays Drive-In has been opened by Bob Hartgrove, head of the Family Drive-In Theater Circuit of Dallas. Bob Hill, formerly of the Cinderella Drive-In, Dallas, is manager. The drive-in has two separate entrances and two box offices. Construction is expected to start soon to convert it from a single screen, 150-car capacity to a twin screen operation with 1,500-car capacity. . . . The Bronco Drive-In has been reopened by Emmett Passmore at Wellington, Tex., after remodeling. The old screen was destroyed in a tornado. A CinemaScope screen was installed together with Mogul lamps and other equipment. . . . Mr. and Mrs. Jack Needham have opened the Bluff-Vue Drive-In at Brownwood, Tex. The Pinto Drive-In, Mineral Wells, Tex., owned by T. L. Ritchie, was badly damaged in a recent windstorm. . . . Mr. and Mrs. Frank Gillespie are managing the White Rock Drive-In, Dallas.

## ROADSHOW REP

One of the greatest plugs ever landed by the tent repertoire field appears in the September 17 issue of The Saturday Evening Post. The feature, penned by Post staffer Joe Alex Morris, is titled "Corniest Show on the Road" and deals with Neil and Caroline Schaffner and their Neil E. Schaffner Players. Profusely illustrated with six pictures in colors, the article pinpoints the success formula of the Schaffner show: "His plays are direct, unsophisticated and uncomplicated by psychological angles, which he believes have all but destroyed the Broadway theater." The article also quotes Schaffner as saying: "Our plays are for everybody from grandfather to kindergarten kids, and there must never be an off-color word in them. The people want plays about situations that are familiar to them, with characters they recognize." The piece is rich in the flavor of the old-time rep shows, detailing the Schaffners' early experiences and struggles in the field and how they built their tent opera into the successful enterprise it is today. A considerable portion of the article is devoted to the Toby and Susie characters for which the Schaffners have become famous in their territory. The Post contacted Schaffner thru Bill Sachs, executive editor of The Billboard.

## J-A's Hall of Fame Nominations Opened

NEW YORK, Sept. 17.—Nominations for The New York Journal-American Skating Hall-of-Fame, roller and ice, are open. Rules are: Send names of favorite blade or roller greats to Bill Love, skating editor, Journal-American, 220 South Street, New York 15, N. Y.

The nominations will be passed on to a panel of experts who will select two ice and two roller skaters to be honored.

The 10 roller skating "greats" already in the Hall-of-Fame are Jesse Carey, 81, of Philadelphia, speed titlist, promoter, rink operator and holder of the world endurance record of 315 miles in 24 hours; Roland Cioni, of Pittsfield, Mass., former world professional speed champ and instructor, whose charges won 108 first places in national competition; Harley Davidson, deceased, speed champ and record holder on both ice and rollers during the late 1890's; Fred Martin, of Detroit, Mich., great

roller racer of yesteryear, a founder of the Roller Skating Rinks Operators' Association of America (RSROA) and its secretary for many years, and Gloria Nord, of Hollywood, Calif., the widely publicized star of "Skating Vanities" from the first edition in 1942-'43 until she switched to ice shows following the 1950-'51 tour.

Also, Rodney Peters, of St. Louis, former speed titlist, racing official, coach, rink owner and RSROA president; James Plimpton, deceased, inventor of the first roller skate that permitted a person to move in a curved line while all wheels remained on the surface; Perry Rawson, Asbury Park, N. J., author of many instructional books and designer of mechanical skating aids; Earl and Nellie Reynolds, both deceased, pioneers in the field of show skating and directors of many roller acts, including big ones in Ringling Bros.' Circus, and Earl and Inez Van Horn, of Mineola, N. Y., professional stars, instructors, founders of the first rink operator's associations and in popularizing dance skating.

## Hartford Palace Kicks Off Season

HARTFORD, Conn., Sept. 17.—Hartford Skating Palace, one of Connecticut's largest rinks, has resumed fall operation, with Managers Irv Richland and Harry Neckes pushing back opening time on week nights from 7:30 to 8 o'clock.

"We have enough activity, such as skating instruction, to justify the later opening," Richland said. Saturday and Sunday matinees continue from 2 to 5 p.m.

Jimmy Morgan provides organ music.

## Jesse Halpern Replaces Riedell Boot Firm

NEW YORK, Sept. 17. — Jesse Halpern, who operates skate shops at Wollman Memorial Rink in Central Park, the Flushing Meadow, L. I., Rink and in Great Neck, L. I., has been named Virginia-thru-Maine wholesale distributor for Riedell ice and roller skating boots. His line also includes Douglas-Snyder and Sure-Grip roller skates, Olympiad and Jesse Halpern ice skates, and Raybestos roller wheels.

Halpern manned the Riedell exhibit when United States Amateur Roller Skating Association championships were conducted last month at the Mineola, L. I., rink.

## Parkers to Operate Scottsboro Skatery

SCOTTSBORO, Ala., Sept. 17.—Scottsboro Roller Rink has been leased by the Skating Parkers, widely known in roller skating circles in this area. They will operate it after remodeling has been completed.

Old-timers will recall that Al Parker, father of the family, had been in charge of national skating competitions for several years, and has been a professional skater for more than 40 years. Daughters Elaine, 18, and Barbara, 11, have been contestants in national matches, while Eleanor, 16, has participated in skating marathons.

★ ★ SPECIAL SUMMER SALE ★ ★  
Slightly used Merchandise from two Large Rinks !!!  
SPRINGFIELD ROLLER RINK  
Springfield Gardens, N. Y.  
NEW DREAMLAND ARENA  
Newark, N. J.

- 1,400 pr. Shoe Skates, rental, Hyde Shoes, Chicago Skates, Men's and Ladies' . . . \$7.00 pr.
- 400 pr. Rental Shoe . . . 5.00 pr.
- 1,800 pr. Men's and Ladies' . . . 5.00 pr.
- 1,100 pr. Clamp-on Skates . . . 2.50 up
- 1,100 sets Cottrell plastic ball bearing reject wheels 1.50 set
- 400 sets Raybestos ball bearing reject wheels . . . 2.10 set
- 300 sets 87F reject wheels . . . .75 set
- 300 sets Heel Straps, almost new . . . .07 ea.

OTHER MERCHANDISE

- 2 Gleba Grinders, deluxe
- 1 Chicago Grinder
- 22 Fire Extinguishers
- 2 Ticket Machines and Changers
- 1 Spencer Floor Sweeper
- 3 Vacuum Cleaners
- 48 Chrome Chairs
- 300 Theatre Chairs
- 3 Fans
- 2 Complete sets Program Skating Signs
- 12 Fireproof Drapes, 25 ft. high
- 6 Rubber Floor Mats
- 24 Lobby Disposal Cans (white)
- Other Miscellaneous items

All Merchandise must be sold at once!  
Write—Wire—Phone!  
**JACK ADAMS & SON, INC.**  
723 Morris Park Ave., Bronx 62, N. Y.  
SYcamore 2-1110

**SKATING RINK TENTS**  
42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

**NEW SHOW TENTS**  
MADE TO ORDER

**CAMPBELL TENT & AWNING CO.**  
100 Central Ave. Alton, Ill.

**CURVECREST RINK-COTE**  
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Michigan  
We invite you to bring your skates to Curvecrest and see for yourself!

**We BUY AND SELL** **NEW AND USED RINK ROLLER SKATES**  
Lowest prices. Write for quotations—1-day service.

**JOHNNY JONES, JR.**  
representative for **CHICAGO ROLLER SKATE CO.**  
51 CHATHAM ST., PITTSBURGH 19, PA.

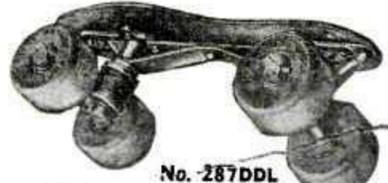
**CHICAGO Dance Skate**

Laminated Wheels  
"Off-Set" Bushings  
Narrow Trucks  
3.531 Axles  
Soft Red Rubber

**No. 287DDL**

**Free, Flexible Action**  
Mr. Rawson: "That is what the Dancers want"  
"Not for Jumpers"

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake Street Estebrook 9-3800 Chicago 24, Illinois  
Manufacturers of All Kinds of Roller Skates



**THE ORIGINAL "HIT" MINIATURE CANDID CAMERA**

**FREE wholesale CATALOG**

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, house wares, toys, novelties, watches and hundreds of other items.

**Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00**

**\$13.50 PER DOZ. SAMPLE \$1.75**

Film for "Hit" Camera. Package of 6 rolls 60¢

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

## MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Jay Sales Company, Chicago, has introduced two new items for the fall-winter season—an authentic reproduction of Lincoln's Gettysburg Address and Wooden nickels, the latter a copyrighted item. The former is of heavy four-ply board stock with frame outline, 11 by 14 inches, on which is printed the famous address. Jay Sales points out that it is suitable for 5 and 10-cent departments and variety stores in the 25-cent bracket, or as an advertising and promotional item. If requested, the firm will punch a small hole in the middle top of the item, making it suitable for hanging and displaying. A firm's message will be imprinted on the bottom for a small charge. Prices range from 12½ cents each for quantities from one to 1,000 to 4½ cents for quantities of 50,000 to 100,000. The wooden nickel carries an Indian chief on one side and the likeness of Buffalo Bill on the other. For a small printing charge a firm's advertising message will be substituted on one of the coin's sides. Jay Sales calls it a fine low-cost advertising promotion with long-term results, as it will likely be kept as a goodwill souvenir item. Prices range from 8 cents each for quantities of one to 1,000 to 3 cents each for 50,000 to 100,000. Sample of the Gettysburg Address will be sent postpaid for 14 cents. Nine cents will bring a sample wooden nickel postpaid.

stand on one paw. This new pull toy features girder construction with molded interior struts. Guaranteed shatter proof, chip proof and color fast. The toy is being offered by Eldon Manufacturing Company, Los Angeles.

Lion Match Company of New York is offering to advertisers for the first time a giant match book of new design. The company calls it Poster Matches. The book, 4¼" long and 3¾" wide, has 11 oversized matches with gay red stems and green head. The glossy finish front cover has a printed "Season's Greetings" design. The unique feature of Poster Matches is a die-cut calendar card comprising most of the back cover. Easily punched out, it serves as a convenient pocket calendar. The back of the punch card is designed to carry the advertiser's own message. Thus, the item serves as a three-way advertising medium—a greeting card, a pocket calendar and a match book. Each book comes with a special post office-approved envelope for complete safety in mailing.

Clipper Products Company, Chicago, has just come out with a new compounded preparation that cleans and preserves all leathers, leatherettes and plastics. The firm claims its product takes the place of three products. In the form of a light, pink cream and marketed in half-pint jars, Alleather removes dirt and grime and retards cracking, peeling. It also restores the original colors and texture pliability. It will not harm delicate surfaces or remove fast color coatings. It is ideal for genuine leather, leatherette or plastic-covered furniture, hassocks, baby carriages, handbags, luggage, automobiles, galoshes, boots, shoes and sporting goods in white, clear or any other color. The half-pint jar retails for \$1.49.

Lady, the star of Walt Disney's new full-length technicolor cartoon, "Lady and the Tramp," is the latest in pull toys. Lady is made like a doll, to be played with like a doll on or off her specially built platform, a low-slung scooter which clickety-clacks when the children pull it along. A peg and hole arrangement in each paw makes it possible to stand or sit Lady in any position. In fact, she can even

an old favorite with a new face

**Oak's BIG FLASH!**



No. 14KM

**TIGER CAT BALLOON**

STRIPED LIKE A TIGER

Available S-T-R-E-T-C-H-E-D Workers Available

STREET TESTED and a GOOD JOINT

**The OAK RUBBER CO.**

RAVENNA, OHIO.

**MEXICAN JACKETS**

100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.

**Dancers, Sizes 34-40 \$7.75 each**

**Embroidered, Sizes 34-40 \$6.75 each**

White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

**PEARL SALES CO.**

P. O. Box 675, El Paso, Tex.

**INTRODUCTORY OFFER!!**

Try Our "BAKER'S DOZEN" Jar Deal!

CLUB DEALS — JAR TICKETS — BINGO TICKETS  
RED, WHITE & BLUE — LUCKY SEVEN — NUMERAL TICKETS

SALES TERRITORIES OPEN:  
Write for Complete Information—Prices and Samples.

**GLOBE MFG. CO.** 2241 50 INDIANA AVE., CHICAGO 16, ILL. VICTORY 3-0550

**BINGO**

**SUPPLIES and EQUIPMENT**

7 and 10 color specials  
4-5-6 and 7 ups  
Midgets, 3,000 series—7 colors  
Paper and Plastic Markers  
Wire and Rubberized Cages  
Pencils—Crayons—Clips  
5x7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards Made to Order  
Free Catalog Available

**JOHN ROBERTS CO. INC.**  
817 Broadway, Newark, N. J.

**Beautiful Genuine Dupont Plastic NEW False Plate**

MADE FROM YOUR OLD LOOSE PLATE One Day Service.

No Impression Needed

AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfortable fitting, lustrous natural-pink natural-shaped, matched Teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

**SEND NO MONEY!** Write today for FREE details and simple instructions to follow, if plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

**ALL-STATE DENTAL LABORATORIES**  
22 W. Madison St., Dept. 773, Chicago 2, Ill.

**You Can't Beat BRODY for Merchandise**

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HOUSES—Toys—CLOCKS—Dolls—CAR-NIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

72-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.

**BRONZE WESTERN SADDLE HORSES**

Height and Dozen Price:

4½ inch \$3.60 per dozen

10½ inch \$16.80 per dozen

25% Deposit Required With Order. F.O.B. Chicago, Wholesale Only.

**COOK BROS.** 916 S. Halsted St. Chicago 7, Ill.

**M. K. BRODY**

1116 S. Halsted St., Chicago 7, Ill.  
L. D. Phone: MONroe 6-9520  
In Business in Chicago for 37 Years

**Free** Enclose \$1 deducted 1st order. Refunded if not satisfied.

**WHOLESALE 1956 CATALOG & Dealer Card**

- General Merchandise
- Appliances
- Hardware
- Watches
- Jewelry
- Tools

**WHOLESALE DISTRIBUTING**  
3324 W. Roosevelt Rd., Chicago 24, Ill.

**Quick Photo Invention! PHOTOMASTER**

PDQ CHAMPION Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2½x3½ in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER.

**PDQ CAMERA CO.**  
1161 N. Cleveland Ave., Chicago 10, Ill.

**NATIONAL DIRECTORY OF DISCOUNT DEALERS**

Contains 2500 names and addresses from coast to coast. Price \$10 postpaid.

**MAX SALTZMAN**  
7635 Hinds Ave., North Hollywood, Calif.

## PIPES FOR PITCHMEN

By BILL BAKER

J. E. (GENE) BALLINGER... paper man, went down for the nine count recently and spent seven days in Memorial Hospital, Clovis, N. M. He has since been dismissed but he still is in no condition to run a foot race. When Gene went to pay off, he was reminded of the waitress who spilled a bowl of soup in the cash register and remarked: "That runs into money."

Gene hopes to be out collecting the wrappings and scrapings soon, but in the meantime he and the missus would be pleased to receive a line from friends while he's fighting back. They may write care of General Delivery, Clovis, N. M.

### MY FRIENDS...

when piping in would you mind PRINTING the names of the people about whom you write. This would not only help us make sure that their names are spelled correctly in The Billboard, but it would also save one helluva lot of wear and tear on your editor's aging peepers.

### AL GARDNER...

piped in a while back, giving a list of the ladies and gentlemen of the pitch who were seen prowling around Municipal Stadium, Kansas City, when the Kansas City Athletics were playing there. They were Joey Marks, Chuck Fester, Kirk Taylor (now with Mills Bros. Circus), Kline, Albert (Pughead) O'Connell, Louie O'Neil, Dick Cornell and Ethel (Hot Dog) Mudry. All reports that between jackpot sessions everybody found time to sweep up a fair pile of geedus.

### HOWIE POSNER...

infos from Pomona, Calif., that Murray Becker is now the representative for AGVA in Denver. Says Howie, "All the boys wish him good luck. Murray used to work the mouli and fizz-caps and no doubt would appreciate a hello from any of the pitchmen who find their way to Denver. As for myself, I'm still in there pitching and looking for a red one at Pomona."

**BUY DIRECT—SAVE!**

**16" LAZY BABIES**

\$4.50 Dozen

In Gross Lots \$4.25 Dz. Min. order, 4 dz.

**\$5.50 dz. SPECIALS**

MIN. GROSS LOTS ONLY  
Min. order: 3 doz. at \$4 doz.  
for any number listed below!

**22" CLOWN ★ 12" PLUSH BEAR**  
**12" HI GRADE PLUSH SCOTTY DOG**

F.O.B., N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

**ACE Toy Mfg. Company**  
122 W. 27th St., N.Y., N.Y.

**PUNCHBOARDS**

LOWEST PRICES ALWAYS

1000 25¢ Charley Board	Prof. \$50.00	\$1.10
1000 5¢ Double Fin	Prof. 24.00	1.15
1440 5¢ Barrel Board	Prof. 18.00	1.55
1440 10¢ Barrel Board	Prof. 36.00	1.55
1000 25¢ J.P. Charley Tk.	Prof. \$52.04	\$1.55
1000 5¢ J.P. Boards	Prof. 24.00	1.98
1000 5¢ J.P. Girlie Boards	Prof. 28.00	2.25

Ticket Deals, etc.

**DELUXE SALES CO., BLUE EARTH, MINN.**

**TERRIFIC PITCH ITEM**

All Syndicate Store Approved. Genuine Fair Money Taker.

**TOWELS**

Genuine Viskon Extra Large. Retail for \$1.00. Cost 27¢.

**FREE WORKERS**

Send 50¢ for working samples. Overnight delivery anywhere.

**PALMER CO.**  
P. O. Box 5002 Ph.: Walnut 3-9131  
Detroit 36, Mich.

**1900 PIECES OF SLUM**

ONLY \$6.75

NOVELTIES AT DEEP CUT PRICES

Child's Ident—Aluminum	Gr. 3.00
Adult Ident—Aluminum	Gr. 3.60
Baron—E.W.B. & Bell	Gr. 15.75
Lash Whip—52 Inch	Gr. 15.60
Hawaiian Lei	Gr. 1.40

25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog.

**OPTICAN BROTHERS**  
SINCE 1909  
300 W. NINTH ST., KANSAS CITY 6, MO.

**DEMONSTRATORS WANTED**

Women with exp. in Rug Braiding for dept. stores. Highest comm. paid. State age, ref. and exp. Attention, Pitchmen: Write for our new low price on 7-piece sets cutters, manuals, etc.

**NU-FLEX CO.**  
246 1st Ave. So. St. Petersburg, Fla.

**The Best Sales Boards and Jar Games**

Write for information and prices.

**GALENTINE COMPANY**  
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**CHAIRS-TABLES**

IMMEDIATE DELIVERY  
138 STYLES • STEEL • WOOD  
FOLDING • NON-FOLDING  
ON CHAIRS MINIMUM ORDER IS 4 DOZ.  
STATE QUANTITY NEEDED—ASK PRICES

**Adirondack Chair Co.** Dept. T-4  
1140 BROADWAY (275) N.Y. • MU 3-4834

**"GAS SHAVERS"**

Greatest gag gimmick yet!

\$1.00 Retailers—Dealer's Cost \$4.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices.

**G. & S. MFG. CO., Dept. "B"**  
Nashville, Tennessee

# Don't "Sweat Out" Christmas Sales This Year

## Get With The Issue With All The Extras



The Billboard's Annual

# Christmas Merchandise Special

Dated October 8

## EXTRA

Your advertising in the Merchandise Section of this big Special will also appear in the reprint that will be mailed to an ADDITIONAL 25,000 BUYERS including Bazaar & Variety Stores, Gift and Novelty Shops, Independent Retail Drug Stores, Retail Jewelry Stores and General Stores; located in towns of less than 50,000, buyers so difficult to reach by any other means.

## EXTRA

FREE 50-word write-up to advertisers using a minimum of 42 lines (3 inches) of space.

Or

FREE 100-word write-up with illustration (1 1/2"x2") to advertisers using 1/5 page (220 lines) or more space.

Copy and cut, or suitable photo or artwork for making cut, must be sent with your advertising copy instructions. Halftone cuts must not exceed 65-line screen.

## COMPARE

A FULL PAGE ad in this Christmas Merchandise Special costs only \$660, and your advertising reaches 84,000 readers. The cost to mail 84,000 promotion pieces of your own would amount to \$1,260.00 for postage alone, NOT including printing and other costs. WHAT A BUY THIS IS!



Dated October 8  
Distributed Oct. 3

The Billboard's Christmas Merchandise Special will reach this great market of anxious buyers over two months BEFORE Christmas to give you the benefit of ALL BIG INITIAL BUYING as well as the IMPORTANT REPEAT BUSINESS.

## Advertising Deadline—Sept. 28

Contact Any Office Today!

Cincinnati 22, Ohio  
2160 Patterson St.  
DUmbar 1-6450

Chicago 1, Ill.  
188 W. Randolph St.  
CEntral 6-8761

New York 36, N. Y.  
1564 Broadway  
PLaza 7-2800

St. Louis 1, Mo.  
390 Arcade Bldg.  
CHestnut 1-0443

Hollywood 28, Calif.  
6000 Sunset Blvd.  
HOLlywood 9-5931

**LAST  
CALL**

**LAST  
CALL**



IT'S TERRIFIC FASTEST SELLING ITEM IN THE COUNTRY

RETAIL \$39.95

COPPER CLAD FULLY AUTOMATIC COOKER FRYER COMPLETE WITH "FIRE KING" OVEN GLASS COVER

10 EXCLUSIVE FEATURES

- Fries • Cooks • Roasts • Stews • Steams • Blanches • Casseroles • Bun Warmer • All Purpose Food Warmer • Beautiful Server

Advertised in Life and Good Housekeeping Magazines. Approved by Underwriters.

\$8.50 Each - 3 or more, \$8.00 Each

SEVEN PIECE BEECHWOOD SALAD BOWL SET

Consisting of one 10" Bowl and four 6" Bowls, one each Beechwood Spoon and Fork. Guaranteed First Quality. Each Set Individually Boxed.

\$4.50 Per Set 6 or more \$4.00 Each



IT'S SENSATIONAL!! It's the Completely Washable Skillet Immersible in Water

\$24.95 RETAIL

ROTO-BROIL AUTOMATIC ELECTRIC SKILLET

Engineered by the makers of America's leading Kitchen Appliances. Built-in Thermostat • Bakelite Handle and Legs • Removable Plug-In Wire Cord • E-Z Vue Temperature Chart • Large Temperature Selection Dial for All Recipes • 2 1/4" DEEP—11 3/8" DIAMETER.

\$9.00 each—6 or more \$8.50 each

HARRIS NOVELTY CO.

25% Deposit Required—Money Order or Cash. This is Our Only Store. 1102 Arch St. Phones MA 7-9848—WA 2-6970 Philadelphia 7, Pa.

COMING EVENTS

Continued from page 60

Kansas Wichita—Jaycee Frontier Days, Sept. 22-25. Louisiana Amite—Amite Rodeo, Oct. 7-8. Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen F. Cobb. Crowley—Int'l. Rice Festival, Oct. 19-20. J. W. Barnett. DeRidder—DeRidder Rodeo, Oct. 5-8. Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote. Natchitoches—Louisiana Broiler Festival, Sept. 28. L. J. Pleasant. Opelousas—Yambillee, Inc., Oct. 4-6. Billy M. Smith. Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Lafleur. Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

Maryland Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson. Timonium—Eastern National Livestock Show, Nov. 12-18. Joseph Vial. Vista—The Knights of Pythias Horse Show, Oct. 15. David Tonkins, Mgr.

Massachusetts Boston—Boston Garden Rodeo, Oct. 19-30.

Michigan Flint—Antique Show, Nov. 7-10. Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth. Grand Rapids—Antique Show, Nov. 14-17. Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.

Mississippi Newton—Newton State Dairy Show, Sept. 19-24. W. P. McMullan Jr.

Missouri Charleston—Fall Festival, Sept. 19-24. Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St. Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard. St. Joseph—Buchanan Co. Interstate Home Economics Show, Sept. 21-23. Webb Embrey. St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 20-22. H. M. Garlock. St. Joseph—Pony Express Rodeo, Sept. 23-25. Urbana—Four Co. Dairy Show, Sept. 24. H. R. Klein. Wardell—Cotton Festival, Sept. 26-Oct. 1.

Nebraska Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg. Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.

New Jersey Teaneck—Bergen County Industrial Exposition, Nov. 3-8. Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.

New York Syracuse—Antique Show, Sept. 27-29. Utica—Home Projects Show, Sept. 28-Oct. 2.

North Carolina Charlotte—Charlotte Rodeo, Oct. 4-8. Raleigh—Raleigh Rodeo, Oct. 18-22. Shelby—Shelby Rodeo, Sept. 20-24.

Ohio Ironton—Festival of the Hills, Oct. 12-15. Seaman—Fall Street Festival, Sept. 21-24.

Oklahoma Ardmore—Ardmore Rodeo, Sept. 20-23.

Oregon Portland—Expo. of Progress & Pacific Int'l Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg. Portland—KWG Kitchen Carnival Oct. 1-3. Jack Matlack, 402 Times Bldg.

Pennsylvania Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York. Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

Rhode Island Bristol—Anniversary Celebration, Sept. 17-24.

South Dakota Huron—Powwow Day, Oct. 1. Mitchell—Corn Palace Festival, Sept. 18-24. Sioux Falls—Viking Days, Oct. 7-9. Yankton—Pancake Days, Oct. 8-8.

Tennessee Nashville—Nashville Rodeo, Nov. 8-12. Madisonville—Legion Fall Festival, Sept. 19-24. Memphis—Memphis Rodeo, Sept. 23-30. Somerville—Payette Co. Livestock Show, Oct. 21. C. W. Stroup.

Texas Aransas Pass—Legion Celebration, Nov. 9-12. Jack Edwards. Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston. Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 428. Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2. Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway. Floresville—Peanut Festival, Sept. 23-24. Galveston—Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier. Iowa Park—Texas-Oklahoma Fair & Southwestern Oil Exposition, Sept. 26-Oct. 1. T. Leo Moore. San Antonio—Expo. of Modern Living, Sept. 25-29. San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg. Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce. Waco—Heart of Tex. Fair Rodeo, Oct. 3-8. Waxahachie—Ellis Co. Rodeo, Sept. 23-24.

Utah Bingham—Galena Days, Sept. 26-Oct. 1. Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldestad, Kiesel Bldg. Ogden—Ogden Livestock Show, 11-16. Rudy Van Kampen, 3720 Riverdale Road.

Virginia Chesterfield—Chesterfield Colored Fair, Sept. 19-24. I. K. Wallace. Richmond—Do It Yourself Hobby & Photo Show, Nov. 1-6. Henry S. Bradley, 301 E. Franklin St., Managing Dir. Richmond—Antique Show, Oct. 25-27. Richmond—Tobacco Festival, Oct. 5-9. Richmond—Virginia Dahlia Show, Sept. 26-28.

West Virginia Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.

Kingwood—Buckwheat Festival, Sept. 29-Oct. 1. Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin Madison—Madison Food & Home Show, Dane Co. Fairgrounds Arena, Oct. 4-9. David A. Leber, 2634 Milwaukee St., Sec'y. Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

Season So-So for N. E. Spots

Continued from page 49

Shore funspot were not happy over the season. Dave Barker's big Funland started out well but dropped off badly as did the Playland Arcade operated by John McMahan. Food and drink concessionaires suffered, too, with many chalking up a third poor season in a row. The fine Labor Day weekend helped some, but even the free acts with the Brick Bros.' trampoline team and Mr. Murphy the Chimp, as well as Shaeffer Beer-sponsored fireworks, failed to give Nantasket Beach a red one.

Funspots in the Metropolitan area may do some good business for the next two weeks since the polio incidence has brought delayed school openings. Moppets are urged to keep away from crowded sections, but many of them will flock to beach resorts since fair weather seems to be here for a bit and polio cases are expected to drop as September goes on.

The only Massachusetts beach resort which enjoyed a better season than last was Salisbury, which missed the polio scourge and had only a few rainy days.

Gene Dean, who operates concessions, a Funhouse, a Pretzel ride as well as the Normandie Hotel, said his grosses had run somewhat better than last year, which was a satisfactory one. Outside of about two weeks in August when the back end of the hurricane nudged the area, weather was excellent. Dean said he thought there was a slight tendency on the part of patrons to tighten a little on money.

He reported that the State's new park development had helped a great deal. New roads were built and large billboards along the highways directed motorists to the beach. Arcade operator George Lake said he enjoyed a good season, with most of his games and shuffle alleys getting good play. The Pratt Estates, owners of the Dodgem and Roller Coaster, said grosses were up over last season.

Merchants Organize Roger Shaheen, concessionaire and president of the newly formed Salisbury Beach Merchants' Association, praised the work of the group and felt that by the time next season comes around it will really roll along promotional lines. He was happy about the season as

NAAPPB Show

Continued from page 49

New York; Philadelphia Toboggan Co., Philadelphia; Pretzel Amusement Ride Co., Bridgeton, N. J.; Sellner Manufacturing Co., Fairbault, Minn., and Thrift Novelty Co., Denver.

Many of these also were in the show prior to World War II's hiatus.

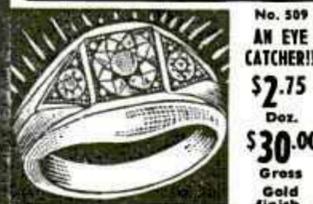
5 to 9-Year Exhibitors Those who have reserved 1955 space and have been in the show more than five but less than 10 years are:

Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Inc., Minneapolis; Auto-Photo Co., Los Angeles; Coca-Cola Co., Atlanta; Concession Supply Co., Toledo; William de L'horbe Jr., Dayton; Eh Bridge Co., Jacksonville, Ill.; Gold Medal Products Co., Cincinnati; Hampton Amusement Co., Portage des Sioux, Mo.; The Charles E. Hires Co., Philadelphia; Hodges Amusement & Manufacturing Co., Indianapolis; King Amusement Co., Mt. Clemens, Mich.; Krispy Kist Korn Machine Co., Chicago; Mike Munves Corp., New York; Overland Amusements, Lexington, Mass. and B. A. Schiff & Associates, Miami.

CANADA

Ontario Toronto—Royal Winter Fair, Nov. 11-19. Ottawa Blytheswood (Leamington)—Int'l Plowing Match & Farm Machinery Demonstration, Oct. 11-14. Ottawa—Winter Fair, Oct. 25-29. St. Catharines—Niagara Grape & Vintage Festival, Oct. 1. Quebec Montreal—Eastern Canada All Electrical Show, Sept. 19-23. Montreal—Food Show, Oct. 13-18. Saskatchewan Regina—Bask. Wheat Pool, Nov. 1-12. Saskatoon—Dairy Cattle Show & Sale, Oct. 13. Saskatoon—A. R. Swine Show & Sale, Oct. 14.

BEST SELLERS !!EVERY DAY!!



No. 509 AN EYE CATCHER!! \$2.75 Doz. \$30.00 Gross Gold Finish



No. 800 \$2.50 Doz. \$27.00 Gross It's a Beauty!



No. 716 Full of Fire Brilliance! \$3.00 Doz. \$33.00 Gro. Gold Finish



No. 877 A Real Money Maker \$2.50 Dz. \$27.00 Gr. PROVIDENCE RING COMPANY

49 Westminster St., Providence, R. I.

DIRECT FROM MANUFACTURER



Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels.

SPECIAL INTRODUCTORY OFFER

\$6.00 PER DOZEN (BOXED)

OTHER SENSATIONAL ITEMS

Necklace and Earring Sets, \$7.20 per doz. Pin and Earring Sets, \$6.50 per doz. Expansion Watch Bands, \$3.75 doz. (chrome) and \$4.60 per doz. (gold plate). Men's Identification with expansion band, \$5.25 per doz. (Rhodium) and \$6.50 per doz. (gold plate). Beautifully engraved Heart Lockets, \$4.00 per doz. Necktie, Bracelet and Earrings Sets, \$1.00, \$1.25 and \$1.50 ea. 4-pc. Pearl Sets with rhinestone clasps, \$1.00 and \$2.00 each. Single strand simulated Pearl Necklaces (fitting clasp), \$1.40. Double strand, \$2.80 per doz. Triple Strand, \$4.20 per doz. Miracle Prayer Crosses, \$4.50 per doz. Deluxe Crosses, \$9.00 and \$12.00 per doz. Scatter Pins, \$3.00 per doz. Earrings, \$3.00 per doz. MANY OTHER ITEMS. SEND FOR NEW ENLARGED 48-page ILLUSTRATED CATALOG! 25% deposit on all C.O.D. orders.

PACKARD JEWELRY CO. 48 W. 25 St. New York, N. Y.

The Greatest Name Brand Catalog of Them All Temple's 1956 Edition Now Off the Press—Write for Your FREE Copy TEMPLE COMPANY, INC. 804 Sansom Street Philadelphia 7, Pa. Market 7-8242 When in Philadelphia visit our showrooms

No Inventory! No Investment! Your Own Merchandising Business! Sell nationally advertised products right out of the brand-new RAKE CATALOG Biggest Price Advantage Ever! Sensational Profits for You! Catalogs are available in quantity for your own imprinting. Write for free copy TODAY! RAKE COMPANY 708 M Sansom St. Phila. 6, Penna. MA 7-7428

Expansion Idents from \$4.00 Doz. up. Square, round or heart-shaped discs on 34" Chain with Spring Ring, \$3.25 Doz., \$36.00 Gross. Bracelets with heart or heart and key, \$36.00 Gross. Bracelet with heart and wedding set, \$4.50 Doz. Engagement Rings ..... \$3.00 Doz. Wedding Rings ..... 1.63 Doz. SEND FOR NEW 1955 CATALOG For Engravers, Store and Fair Workers, Ring Demonstrators 25% deposit with all C.O.D. orders. Include postage with prepaid orders. McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

**SALESMEN! CARNIVAL MEN! WAGON JOBBERS!**

**MEN'S WOMEN'S New Styles**

**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**

Guaranteed LIKE NEW!

**ASSORTMENT OF 10 for \$74.50**

Choice Lot—Famous WATCHES, 6 for \$49

sell on sight at fabulous profits They look BRAND NEW! Guaranteed like new! Send \$5.95 for sample and be convinced! Wholesale only, 25% with order, balance C.O.D. 5-day money-back guarantee!

**You Always GET A BETTER DEAL AT WEINMAN'S**

182 S. Main St., Memphis, Tenn.

**DIRECT FROM MFR. 3-PIECE RETRACTABLE SET**

Writes Red, Blue and Green.

**\$54.00 per gr.**

10 Gross Lots **\$52.00 per gr.**

**\$6.00 sample doz.**

**RETRACTABLE BALL PENS CLOSEOUT 1st GRADE 10 GROSS LOTS ONLY**

Sample Gross Order \$17.28 plus postage

**Refills—1/4" Long \$8.64 per gross**

1000 lots **\$50 per thousand**

**MODERN PEN MFG. CO., INC.**

395 Broadway, New York 13, N. Y.

**ANNOUNCING**

**CRISLOID PLASTICS, INC.**

has merged with

**THE SILVERLOID CO.**

**Dice and Dominoes**

**Crisloid plastics inc.**

**THE SILVERLOID CO.**

A SUBSIDIARY

71 Reynolds Ave., Providence 5, R. I.

**BIG MONEY in a WHOLESALE STORE ROUTE**

**FREE BOOK Shows You How**

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Layman's Aspirin, novelties, hundreds of other daily demand repeat items at 5¢ to 15¢.

**Nationally Advertised Line**

You and merchants make long profits. Sales help and deals push your income up. You deal with A-1 firm, pioneer in the field. Valuable book FREE. Write to P. M. Layman, Sales Manager, today.

**World's Products Co., Dept. 8-H, Spencer, Ind.**

**NEW!**

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

**MYRLO COMPANY**

Dept. 8

2168 W. 25th Cleveland 13, Ohio

**Letter List**

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**

2160 Patterson St. Cincinnati 22, O.

**Parcel Post**

Margita, Frank (License Plates), 40¢  
 Adams, Mrs. Bee (Magazine), 9¢

- Adair, Robt.  
 Adams, Mike  
 Adams, Richard  
 Adams, Wm. P. (Lee)  
 Allen, Dan V.  
 Allen, Frieda  
 Allen, Johnny (Dutch)  
 Allen, Kenneth  
 Allen, L. T. & Mrs.  
 Allen, Phil.  
 Allen, W. H.  
 Allison, John  
 Almaz, Fred J.  
 Anderson, A. W. (Curly)  
 Andrican, C. E.  
 Arnett, Danny  
 Atkins, T. E.  
 Baird, E. L. (Al)  
 Baker, E. O.  
 Baker, Mrs. E. O.  
 Baldwin, Wm.  
 Barbee, Bill  
 Barefsky, Harry E. & A.  
 Barfield, Emmett  
 Barfield, Willie (Coot)  
 Barnhill, John  
 Barnhill, Ena  
 Barnhill, K.  
 Barry, Martin E.  
 Bartel, Carl O.  
 Bates, Wm. Albert  
 Bennett, Jack  
 Berk, Irving  
 Berry, C. O. (Movie Exhibitor)  
 Berryhill, Leo  
 Bimbo, Johnny Nick  
 Black, J. T.  
 Black, Woodrow & Mrs.  
 Blackman, Elvin  
 Borrer, W. L.  
 Bosen, Mike  
 Botno, Jack  
 Botowiec, John  
 Bower, Roy  
 Bowman, Wm. H.  
 Boyd, Wesley (Bill)  
 Bradley, Lee  
 Brady, Mike  
 Branzo, Mr. Abbe  
 Brennan, E. C. & E.  
 Brooks, Mrs. Betty  
 Brooks, Hattie (Cookhouse Operator)  
 Brothers, Mr. Billie G.  
 Brown, Bobby  
 Brown, R. W. (St. Louis)  
 Brozio, Walter  
 Brozio, Mrs. W. C.  
 Bryant, Dorothea  
 Buhel, Charles  
 Buhel, James A.  
 Burton, Howard (Red)  
 Bush, Mrs. Bilease  
 Buterbaugh, Geo.  
 Byrd, Thos. C.  
 Byrd, W. H. & Mrs.  
 Calkins, Bob  
 Campville, W. D. & Mrs.  
 Canter, K. G.  
 Cantrell, Arlin  
 Carter, Zeno  
 Cassels, Larry (Tex)  
 Cassidy, Mrs. Kay  
 Cerrone, Vito  
 Chambers, Mrs. Patsy  
 Chapman, E. A. & Mrs.  
 Chastant, Wm. & Mrs.  
 Cheminant, Lee & Mrs. (Electrician)  
 Chestaine, Fred  
 Chicarelli, Carolyn  
 Chillo, Mike  
 Chisholm, Don & Mrs.  
 Christy, Tommy  
 Clawson, Ralph J.  
 Cole, Bonham B.  
 Cole, Fred R.  
 Cole, Mrs. Marian  
 Collins, Floyd Lee  
 Colli, Alfred B.  
 Conger, Arthur  
 Cook, Sis (Side Show)  
 Cooper, Quey  
 Cooper, Tex  
 Cooper, Mrs. Wilma  
 Cooper, Mrs. Sherin  
 Copeland, Norman  
 Coreoran, Max J.  
 Corley, W. C. & Mrs.  
 Counter, Virginia  
 Counter, Wm.  
 Crowe, Chas. H.  
 Crume, Francis M.  
 Curtis, Victor Richard  
 Dabbs, Harvey  
 Daffin, Harry & Mrs.  
 Dalley, Jack & Mrs.  
 Dalley, James  
 Dameron, Albert  
 Duffie, J. B. Red  
 Davidson, James  
 Davis, Daryl B.  
 Davis, Happy (Clown)  
 Davis, Harry (Rice)  
 Davis, Jimmie (Fire Eater)  
 Dehmer, Geo. A.  
 Delap, Robt. Frenchy  
 DelGrosso, Louis  
 DelGrosso, Nova  
 Demetro, Archie  
 Denby, Buck  
 Derby, S. R. (Taylor's)  
 Dewald, Frieda  
 Dickman, Pee Wee  
 Dittenheimer, Mrs. Bob  
 Dombroski, Theodore  
 Dombroski, Walter  
 Dubin, Geo.  
 Duffy, Dennis  
 Duffy, Roy T.  
 Durham, Robt.  
 Eakin, Jr., Robt. F.  
 Eason, Jimmie  
 Edwards, Leon  
 Ellis, Clark  
 Engle, Okie  
 Evans, Sam  
 Evers, Sam  
 Everling, Bob  
 Fagerberg, Arvid  
 Fairchild, Edna E.  
 Farmer, Corinne  
 Fibert, Chas. D.  
 Fish, James E.  
 Fisher, Geo.  
 Fletcher, Mrs. Harold J.  
 Flower, Mildred  
 Foss, John D.  
 Fox, Mrs. Harriet  
 Franklin, Chick  
 Freeman, H. B.  
 Fukagawa, Hankichi  
 Gallagher, T. J.  
 Gallagher, Russell & Mrs.  
 Gallagher, Virginia  
 Gambino, John  
 Garner, Mrs. Gertrude  
 Geiger, Willard  
 Geiss, Wm.  
 Gelineau, G. & W.

- Paugh, Mrs. Harry  
 Pearmar, Mike  
 Peden, George E. (Eddie)  
 Penny, Ralph E.  
 Perry, Freda  
 Pernel, John  
 Perry, James Gordon  
 Peterson, John  
 Phillips, William & Mrs.  
 Pickard, Francis  
 Pinelli, Sebastian  
 Politza, John G.  
 Potter, Northam S.  
 Prevo, Mrs. Babe  
 Price, Harry  
 Pulvino, Joseph  
 Pyle, Donna  
 Pyne, Dan  
 Quilla, Bee  
 Ramirez, Tony (Band Leader)  
 Ramp, Bobby  
 Randi, Bob  
 Randall, P. C. R.  
 Ranko, Sam  
 Raza, Andy  
 Reed, Diana  
 Reed, Mable  
 Reilly, Mrs. R. S.  
 Renick, Jo Ann  
 Rhodes, Alice  
 Rivard, Orgel Joseph  
 Roark, Charles  
 Roberts, Charles Jack  
 Robinson, Lola  
 Rogers, Jelly Roll  
 Rogers, Mrs. Ruby  
 Rondell, E. Duke  
 Rose, Curly (Jewelry)  
 Salina, John  
 Sanders, Alfred J.  
 Sanders, Joseph  
 Sanfratello, J. G. & Mrs.  
 Santaloni, Louis J.  
 Sawyer Edward  
 Schaefer, Charles E.  
 Scheel, G. R. & Mrs.  
 Schuch, Virginia  
 Schultheis, G. S.  
 Scott, A. J.  
 Scott, Jr. Earl H.  
 Scott, Rusty  
 Scribneff, W.  
 Sears, Steve  
 Shadwell, Rocky & Mrs.  
 Shaffer, Billy (free act)  
 Sheansy, Charles R.  
 Sherman, Carl  
 Shoemaker, Maynard E.  
 Simon, Bill  
 Sisco, R. H.  
 Smith, Clarence (grass hopper)  
 Smith, L. P.  
 Sniffen, Charles  
 Spillman, Earl A.  
 Spurgis, Olive  
 Stafford, Ben

**MAIL ON HAND AT NEW YORK OFFICE**

1564 Broadway New York 36, N. Y.

- Alexander, Sam  
 Kane, C. J.  
 Barfield, Willie (Coot)  
 Beck, Alexander  
 Beeman, Delores  
 Bepler, Kenneth  
 Beker, Walter  
 Boehm, George  
 Bouche, Albert  
 Brent, Tommy  
 Brunette, Gerald H.  
 Calkins, Bob  
 Canal, A. J.  
 Carey, Thomas, P.  
 Cohn, Roe & Harry  
 Collum, Frank (Corky)  
 Cooper, Tex  
 Cole, Roland  
 Currie, Evelyn (Mrs. Harry)  
 Denning, Elaine  
 Dee, Paul  
 Lane, F. J.  
 Edwards, Paul  
 Elkins, Eddie  
 Evans, Jack  
 Estes, Ray Allen (or Stan, Al Hansen)  
 Felman, Rudy  
 Friedlander, William B.  
 French, Valerie  
 Fritz, Adolph  
 Gostel, Joe  
 Hall, Albert  
 Hale, Zack  
 Hawkins, Louise  
 Hays, Harry  
 Horne, Dave  
 Hornfeld, Jack  
 Hunter, Stanley E.  
 Kirkwood, Raymond  
 Langdon, Grace, E.  
 Levien, Mrs. Harry  
 McArdie, Eugene  
 McArdie, Jim

**MAIL ON HAND AT CHICAGO OFFICE**

188 W. Randolph St. Chicago 1, Ill.

- Averill, Wm. G.  
 Bodry, Ralph & Luella  
 Brownell, William  
 Bennett, Amelia  
 Barfield, Willie  
 Burt, J. B.  
 Buerback, Frank  
 Boehm, George Phillip  
 Brownell, Theresa Ann  
 Cooper, Tex  
 Cassidy, Mrs. Kay  
 Case, Miss A.  
 Charles, Michael  
 Garrison, D. W.  
 Grotzenger, Harry

**MAIL ON HAND AT ST. LOUIS OFFICE**

390 Arcade Bldg. St. Louis 1, Mo.

- Adams, Mr. & Mrs. Melvin  
 Adams, Mrs. Zora  
 Albert, E. J.  
 Alderson, Charles W.  
 Amburn, R. L.  
 Ames, Jack  
 Anthony, J. C.  
 Armstrong, Matt  
 Barber, Lon  
 Barfield, Willie (Coot)  
 Bell, Adron (Abe)  
 Bell, B. C.  
 Bennett, James  
 Bishop, Mrs. Brownie  
 Crammins, Harry  
 Crowley, Mrs. H. W.  
 Cutler, Mr. & Mrs. Louis  
 Dillon, James R.  
 Doersom, Charles & Hattie

**let these name brands work for you!**

**YOUR OWN GIANT NAME BRAND CATALOG... FREE**

Here is your own NAME BRAND Catalog! No name but yours appears anywhere on the cover or in the catalog. Distribute your own catalog of name brand merchandise through your sales force, or take orders with it yourself.

Appliances, Cookware, Silverware, Housewares, Dishes, Radios, Clocks, Costume Jewelry, Watches, Diamond Rings, Tools, Hundreds of Other Items.

**NO INVESTMENT... USE OUR HUGE INVENTORY**

You have the full advantage—at all times—of ordering from our tremendous reservoir of name brand products. Your customers get what they want... when they want it. Orders filled within 24 hours.

**HOW TO GET STARTED IN YOUR OWN NAME BRAND BUSINESS... FULL TIME OR PART TIME**

Just fill out this coupon and mail it today. We will send you our new 1955 catalog FREE. Space is provided on the cover for the imprinting of your own name and address. This catalog costs you nothing and it puts you in a business that can repay you thousands of dollars! With your catalog you will receive a self-mailing order form so you can rush your order to us for immediate shipment. Fill out the coupon below and get your FREE Name Brand Catalog and confidential dealer Price List IMMEDIATELY!

**THE HOUSE OF NAME BRANDS**

All items stocked for immediate pick-up. All orders shipped same day as received.

**H. B. DAVIS CORPORATION**

145 West 15th Street, New York 11, New York

**Order your FREE Catalog and Price List... Now!**

H. B. DAVIS CORP.  
 145 West 15th Street, New York 11, New York

Send my FREE copy of your new, illustrated NAME BRAND CATALOG.

NAME \_\_\_\_\_  
 NAME OF MY COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**DAVY CROCKETT**

**NEWEST PLASTER STATUE**

Height: 12 inches. Packed: 12 to carton. Weight per carton: 24 lbs.

**PRICE 35¢ each**

Minimum Order 1 Carton, No less sold.

Send for FREE Catalog—State Business

**STERLING JEWELERS, INC.**

1975-77 E. Main St. Columbus 5, Ohio  
 Phone: FAirfax 3123 Send for Catalog

**ALL-WEATHER Plastic Pennants**

Durable—Tough—Brilliant

48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

**A & A NOVELTY CO.**

Cincinnati 36, Ohio

**SAVE \$34 ON THIS SPECIAL DEAL...**

**BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES**

10 Asst. with Yellow Exp. Band **\$75**

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95  
 Sample Band, 95¢

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.**

5 S. Wabash Ave. Chicago 3, Ill.  
 "The Watch and Diamond House"

**NEW 446-PAGE CATALOG READY**

Send \$1.00 deposit for your copy. This will be credited against your first order. State business or use letterhead when requesting catalog.

**HALLOWEEN SPECIAL**

Brings Dealer .....\$19.40  
 Costs Dealer .....\$10.68

Consists of fifty 10-cent metal noise-makers, 4 dozen 10-cent horns, 4 dozen 5-cent full size hats, 3 dozen 10-cent child's cloth mask and 3 dozen 10-cent adult's cloth mask. Noise-makers, horns and hats are Halloween decorated. Masks are assorted characters.

Assortment No. BB1068.....\$10.68

**LEVIN BROTHERS**

Established 1886  
 TERRE HAUTE, INDIANA

Direct Source **HAWAIIAN TI PLANT LOG**

Best Quality—Lowest Prices

ORCHIDS OF HAWAII, INC.  
 54 West 56th Street N. Y. C.  
 Tel.: JUDson 6-8950

**Ladies' 7-Jewel SWISS WATCH SETS**

5 GORGEOUS PIECES

A Distinctive watch with modern band—completely rebuilt to look BRAND NEW... Guaranteed like new... High-style, matching necklace, bracelet and scatter pins, gold-plated... hand-set brilliant stones in assorted colors! Send \$8.95 for sample

**\$7.95**

25% with order, balance C.O.D. 5 Day Money-Back Guarantee if not satisfied. Write for circular.

**WEINMAN'S** 182 So. Main St., Memphis, Tenn.

**MEN'S WATERPROOF WATCHES** Complete with expansion bands.

**\$7.95**

**OVER 600 PINS AND IDENTS FOR ENGRAVING**

Expansion Idents, Doz. .... \$ 4.00

Photo Expansions, Doz. .... 5.00

Pearl Anklets, Gr. .... 32.00

1955 CATALOG WITH NEW NUMBERS READY FOR ENGRAVERS & DEMONSTRATORS

**DEXECO, INC.** Manufacturers of engraving jewelry 191 SOUTH STREET, PROVIDENCE 3, R. I.

State your business

**HEART DISC CLOVER NECKLACES**

**\$16.50** Gross and up

**Miller Creations** Originators of the All-Aluminum Idents 7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS

Phone Waterfall 8-8855

DAY AND NIGHT SERVICE

**FREE!** SEND FOR NEW 1955 CATALOG

**FOR LOWEST PRICES!**

**6 PC. WATCH SET** Smartly Styled Handsomely Boxed.

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... Smart cut links... Matching tie class... Money Clip and Collar Pin

**\$5.15** SET

Gorgeous plush box. 1 year Factory Guarantee. in Lots of 6 SAMPLE \$4.00

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

EST. 1914 **H. STONE, INC.,** 74 Hanover St., Boston 13, Mass.

**FREE—Frisco Spindle Wheel—FREE**

Write for complete details on how to obtain one of these combination Spindle Wheels and Bumper Game Free of charge

WE CARRY A COMPLETE LINE OF PHOTO IDENTs—EXPANSION IDENTs—IDENTS—RINGS—LOCKETS—CLOSE-OUT MERCHANDISE, ETC. SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENTs FROM \$7.50 PER GROSS AND UP. RINGS FROM \$5.50 PER GROSS AND UP.

"FOR SAME DAY SERVICE THAT CAN'T BE BEAT. CALL"

**FRISCO PETE** FRanklin 2-2567, 226 S. Wells St., Chicago 6, Ill.

**1955 BUYERS' GUIDE**

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG! AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR** Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP.** 1111 South 12th St. St. Louis 4, Mo.

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### ADVERTISING RATES

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
**RATE: 15c a word—Minimum \$3**

**DISPLAY-CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
**RATE: \$1 per agate line—\$14 per inch**

**CASH WITH ORDER** (unless credit has been established)

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**IMPORTANT INFORMATION**

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**ACTS, SONGS & PARODIES**

**CHALK TALK SUPPLIES, RAG PICTURES**, books on entertaining, Black Light Novelty, Send 10¢ for catalog. Balda Art Service, Oakbrook, Ill. oc8

**23,000 PROFESSIONAL GAGS, ROUTINES**, adlibs, doublets, 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. Ja14, '56

**AGENTS & DISTRIBUTORS**

**A BEST SELLER—WORLD'S FAMOUS** French-type Perfumes. Reproductions 5 individually gold boxed, 21 sellers. Costs you \$4 dozen. Mammoth Treasure Presentation Kit, containing 3 thrilling fragrances in one fabulous gold box. \$3 sellers. Costs you \$8 dozen. \$1 brings samples of both prepaid. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. oc24

**AAA AMAZING CLOSEOUTS**—\$3.000 monthly, 90% profits. Rush \$1 (deposit) for samples, instructions. Satisfaction guaranteed. AAA 100 Airport, San Antonio 9, Tex. oc24

**AMAZING CLOSEOUTS**

- Tailored earrings, asst. gr. .... \$15.00
  - Stone earrings, asst. gr. .... 18.00
  - Stone & Tailored brooches, asst. gr. .... 16.50
  - Bracelets, round & link, asst. gr. .... 24.00
  - Tailored tieside sets, boxed, asst. gr. .... 3.50
  - Stone tieside sets, boxed, asst. gr. .... 4.50
  - Ropes, all-bead, asst. dz. .... 3.00
  - Ropes, chain-bead, asst. dz. .... 2.00
  - Men's stone rings, asst. dz. .... 2.75
  - boxed, asst. dz. .... 2.00
  - #2164 rhinestone neck & earrings, boxed, asst. dz. .... 7.20
  - #2256 3-piece pearl set, boxed, dz. .... 9.00
  - #1202 3-piece rhinestone set, boxed, dz. .... 16.50
  - F-45 3-piece rhinestone set, boxed, dz. .... 18.00
  - C-3 3-piece rhinestone set, boxed, dz. .... 30.00
  - #3052 3-piece rhinestone set, boxed, dz. .... 45.00
  - #3670 3-piece rhinestone set, boxed, dz. .... 51.00
- Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.
- NEW ENGLAND JEWELRY BUYERS** 124 Empire St. Prov., R. I.

**AMERICAN FLAGS**

Beautiful large 6x17 ft. U. S. Flags. New, wool, finest quality, with rope, snap hook. \$75.00 value. Only \$12.50 postpaid.

**B & L SURPLUS** Ogden, Utah oc-28

**AT LAST! SOMETHING NEW AND SENSATIONAL** in latest Tall Christmas Cards. Make extra money fast! Show satins, velours, metallics. Gets easy orders. Pays up to 100% profit. 30 free samples. With name, 50¢ for \$1.50. Big line. Amazing convertible Pen-Pencil, Napskins, Gifts, Stationery. Seven \$1 boxes on approval. Puro Greening, 2801 Locust, Dept. 5131-L, St. Louis, Mo. oc18

**ATTENTION, EXPERIENCED KOPEEFUN** Supervisors and Demonstrators: 1955 Kopeefun entirely restyled with new pictures and cartoons in full color. It's a honey of a money maker. Excellent territories and 100 locations available. Write for sample, giving territory or town reference. Demonstration Manager, Embree Company, Elizabeth 4, N. J. oc8

**ATTENTION—HOSIERY: LOW PRICES FOR** Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylon, \$1 dozen up; sample order one dozen, slightly imperfect. Nylon, packed beautiful cello bags, \$3; prompt shipment and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. oc1

**BE IN YOUR OWN BUSINESS—BUY** wholesale, big profits. Get Free nationally famous market and merchandise catalog. Dept. LB, Normandy Distributing Corp., 133 Fifth Ave., New York City, N. Y. ch-28

**COIL, SCREEN WORKERS—MY LATE** husband's equipment. Good '51 Pontiac sedan, over 600 screens, over 200 coils, extra carb. and shift, test case, mush. Lila Rorabaugh, 7204 Marcelle, Paramount, Calif. oc18

**DECALOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line sale-line of automobile, and Sign Letters. Free samples. "Rafco," X-L, Boston 10, Mass. ch-19

**DEMONSTRATORS! PITCHMEN! PROMOTERS!** Crewmanagers! Salespeople! Television-Radio Pitchmen! Tremendous potential! Rush \$1 for samples and various sales plans. Ellis Rand Co., 2349-B Milwaukee Ave., Chicago 47, Ill. oc18

**EARRINGS—ASSORTED STONED AND** tailored \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. oc1

**FAMOUS CELLINI BANGLE BRACELETS—** All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. oc24

**FAMOUS MFR. CLOSEOUTS**

- Stoned or tailored Earrings, .... \$2.00 dz.
  - Pierced earrings on display, .... 1.50 dz.
  - Charm & Link Bracelets, asst. .... 2.50 dz.
  - Lord's Prayer Necklaces, boxed, .... 3.00 dz.
  - Pin & Earrings, boxed, .... 4.50 dz.
  - Pearl Necklaces, .... 4.50 dz.
  - Children's Jewelry, boxed, asst. .... 3.00 dz.
  - Ropes, assorted, .... 2.00 dz.
  - Shorty Tie slides, carded, .... 1.95 dz.
  - Cufflinks, carded, .... 1.95 dz.
- Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.
- SAMUEL SILVERMAN & CO.** 1820 Westminster St. Providence, R. I.

**GENUINE PEARL EARRINGS FRESH-** water Pearl, Novelty Earrings, thirty styles. Dozen, \$4, \$4.50, \$6, \$6.75, \$7.50, \$10.50, \$12. Jos. Fleischman, 211 Linda, Tampa 4, Fla. oc24

**HAIR STRAIGHTENING COMBS, CURLING** Irons. Complete line for salesmen working colored areas. Ellis Rand Co., 2349-B Milwaukee Ave., Chicago 47, Ill. oc18

**JOKERS FUN SHOPS—FULL CREDIT AL-** lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc28

**LOOK AGENTS—SELL TV COLOR** Screens. Puis television in color in two minutes. Sample only \$1, Jobbers prices. Moody's Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. oc24

**NEW COMEDY, RELIGIOUS, GENERAL** "X" signs, 20¢ different slogans, 7¢; retail, 50¢, 15 samples, \$1. Lowy, 812 Broadway, Dept. 894, New York 3. ch-24

**NEW LOW PRICES—LIGHT REFLECTING** signs. Red hot and sensible. 7x11" illustrated color blended; 2,000 varieties, 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. oc24

**NEWLY FOUND MONEY IN WHITEHALL'S** fascinating photo line of Christmas and Everyday Cards, Jewelry, Gift Items, Personalized Stationery and Napskins. Send for free samples. You too can make big money with Whitehall's line. Whitehall Studios, 49 Main St., Elmira, N. Y. ch

**PERFUME—BE YOUR OWN DISTRIBUTOR.** Sell stores, jobbers direct. World famous essences. Multi-Million dollar, highly advertised industry. Sample ounce, one dollar. Melody de Paris, 350 Lincoln Rd., Miami Beach, Fla. oc8

**PREMIUMS, GIFTS, PRIZES—ALL** nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Radios, "Hi-Fi" Phonographs, etc. Send \$1 now, for big catalog. Refund on first order. Halen, Inc., 125 Fifth Ave., Dept. B, New York, N. Y. ch-19

**PREMIUMS, GIFTS, PRIZES—BIG PROFIT** making wholesale catalog free! Write Dept. B, Jay Norris, 487 Broadway St., New York City, N. Y. ch-19

**REAL DIAMOND RINGS, SELL DIRECT.** Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleam-light, 111-P No. Columbus, Mount Vernon, N. Y. oc1

**TERRIFIC NEW INVENTION—EVERY** house-wife's dream, much needed item. Curtain Shade & Drape Holder (no screws, calls or glue). Good commission, plenty repeats. Sales assured. Get your sample and details. \$1.50 refundable. Ideal for direct or mail order sales. Smith International, Mount Vernon, N. Y. oc1

**VERY UNUSUAL HAND MADE IMPORTED** gift item. Also unusual religious gift item. Will sell on sight. Free sample. Economy Distributor, Inc., 5622 1/2 Lankershim, N. Hollywood, Calif. oc1

**WHOLESALE DIRECTORY OF MANUFACTURERS,** distributors, selling \$450,000 nationally known products: Novelties, Appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-SB, Chicago 80, Ill. np

**YOUR OWN BUSINESS—SUITS, \$1.50;** Overcoats, \$3; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 1218 AF, South Jefferson, Chicago. ch-19

**\$3.65 PROFIT ON \$3.95 SALE, YET GIVES** customer terrific value! Noted sales specialist says: "Most outstanding deal seen in 18 years." Pitchman's dream! Have agents sell for you! Write, Maxson Products, Falls Church 42, Va. oc1

**\$7.50 SPREADS, \$3.95; LADIES' NYLONS,** \$3.50 doz.; Pillow Cases, \$2.95 doz. We are so busy shipping orders inquiries cannot possibly be answered. However, your sample, too, of order with 25% deposit will be filled promptly. Sibert Jobbers, Chattanooga 4, Tenn. oc1

**5,000 GROSS ASSORTED EARRINGS AND** Neckties. While they last, \$7.80 per gross. Samuel Silverman & Co., 1820 Westminster St., Providence, R. I. oc1

**ANIMALS, BIRDS, PETS**

**A MUCH LARGER DEN OF SNAKES, \$25—** Poisonous, harmless or mixed; state which. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La. oc24

**ATTENTION—ON HAND, IMMEDIATE** delivery: tame half-grown female Rhino, \$4500; four gentle young Zebras, \$950 each; three year old female jungle bred Royal Bengal Tiger, \$1500; pair Alaskan Bear Cubs, \$900 each. Black or white Swans, etc. Meems Bros., Ward, Sparkill, N. Y. oc1

**CLEARANCE—LARGE COLLECTION, COM-** pletely tame animals, Recons, Skunks, Chimps, Snakes, American Porcupines, Prairie Dogs, Snakes, Leather Brent Animal Kingdom, 105 Greenfield Rd., Mattapong, Mass. oc24

**FOR SALE—PAMAHASKA'S FAMOUS** personal Bird act. Cockatoos, Macaws, 35¢ N. Eighth St., Philadelphia 40, Pa. oc1

**SPECIAL THIS MONTH—BOB-CATS, \$15** each; Figma Skunks, \$8; Raccoons, \$4; in quantity: Barred Owls, \$9; Screech Owls, \$9; Opossum with young, \$3.50; assorted small Turtles, \$4 doz; giant land Tortoise; leather backs, Snappers, \$4 each. Parakeets \$17 doz. Snake dens, Animals, Birds, Reptiles, all kinds. Free price list. Thompson Wild Animal Farm, Clevelston, Fla. oc18

**TALKING MYNABIRDS, \$30; CINNAMON-Whiteface Ringtails, \$35; Spiders, \$30;** Owl-Squirrel Monkeys, \$22; Woolly's \$75. Bronson Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. oc24

**TWO CALIF. SEALS—MALE AND FE-** male, trained, handles nicely, must sacrifice. Burden's Lodge, Hagerman, Idaho. oc18

**BUSINESS OPPORTUNITIES**

**CIRCUS OWNERS—CONTACT FLORIDA** Reptile Gardens, Inc., for best proposition yet for making money, while in winter quarters. Flagler Beach, Fla. oc18

**DEMONSTRATORS, COUPON WORKERS—** 4300 sets sold at Iowa State Fair; 2800 sets sold in one week Schiegl's Drug Stores, Davenport; 2300 sets sold in 3 days, Weices Dept. Store, Rockford Ill. 3 piece Bronson Birds, \$199. Sample postpaid 35¢. U. S. Distributors, P.O. Box 521, Waterloo, Iowa. oc1

**HUGE PROFITS—PEARL COATING BABY** Shoes and other articles; good demonstrating item. 3¢ stamp brings complete instructions. Box 521, Waterloo, Iowa. oc8

**IMPORT DIRECT FROM JAPAN—LOW** cost, fast-selling merchandise for highest profit. Airmail \$1 for confidential price list and simple home business plan. Anyone can operate. Francis Justice Company, Akasaka Postoffice Box 7-C, Tokyo, Japan. oc28

**NEW ELECTRIC MACHINE BAKES** greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. oc1

**ROLLER SKATING RINK—SOUTHERN** Wisconsin; modern building and equipment; all year business. Very profitable. H. E. Cox Co., 30 N. LaSalle, Chicago. oc1

**START A MONEY MAKING BUSINESS AT** home or earn money traveling. Copyright book tells how. \$1. Jack Scott, Box 869, Sweetwater, Tex. oc18

**TERRIFIC 4 LANE HIGHWAY LOCATION,** sure money maker. Will buy, lease, or rent any Kiddie or Major rides. Have some concessions open. Year round location. Write, wire or phone, full details. Herman Solomon, c/o Richards, 4001 N. W. 22nd Ave., Miami, Fla. Phone: 64-1932 or 64-6103. oc18

**THE WATCH THAT GOES EVERYWHERE.** Earn big money now. Build future selling new exclusive novelty watch for everybody. Nationally advertised \$24.75 to \$35. Premiums, Incentive Awards, Gifts. Confidential prices. Franchise for users. Sample free plan. Franklin Watch, 580 Fifth Ave., N. Y. ch

**COSTUMES, UNIFORMS, WARDROBES**

**NEW SATIN BALLY CAPES, \$5; NEW** Clown Suits, \$10; Clown Bundles, \$6; Girl Show, Strip, Bally Minstrel, Santa Clara, Texados. Tall, Orchestra Coats, Derbyes, Top Hats, Rhinestones, Plumes, Wigs. New and used Costumes. Cheap. Free list. Leroy Carpenter, 10 Eldorado Pl., Weehawken, N. J. oc1

**FORMULAS & PLANS**

**FORMULAS—THE REAL MANUFACTUR-** ing kind to trade. Send two different complete, and one dollar for two different. No book or patented formulas please. James E. Grice, 201 Alamo St., Greenville, S. C. oc1

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CAR-** mel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. tfn

**CREATORS POP CORN TRUCK, 1925 MOD-** el T Ford, operates Peanut Roaster, pops Corn. Steam engine still navigates. John Biewen, Fairfield, Iowa. oc1

**FOR SALE—88 SKIL-BINGO TABLES, COM-** plete, brand new. Lost lease, must sell. Longacre 5-2574 in N. Y. oc1

**G-12 MINIATURE TRAIN AND KIDDIE** Rocket (Bully Tanks). Both used approx. 100 days. Both for \$2995. Your trucks. J. Culick, 14 Highland Rd., Amsterdam, N. Y. oc1

**MARKSMANSHIP ELECTRIC TARGET FOR** Shooting Gallery, with Bell & Howell Projector, and continuous film attachment. Used several weeks. H. H. Knoebel Sons, Elysburg, Pa. Tel.: 2-3073, 2-3641. oc24

**TRAINS—ALL SIZES, GAUGES, TYPES;** new, used, trade-ins. Photographs, details, \$1 bill (refundable). Miniature Trains. 338 Winthrop, Rehoboth, Mass. oc24

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**AMUSEMENT PARK—30 HORSE MGR,** Miniature Train, 2 Kiddie Rides. Sell or trade \$10,000. All new 1950 G. E. Matthews, 212 Jones Building, Walla Walla, Wash. oc1

**BRILL'S TESTED RIDE BUILDING PLANS:** Spinning Tubs, \$10; Ferris Wheel, Kiddie \$8, Major \$25; Flying Scooter, \$25. Free 48 plan. Circulars. Brill, Box 875, Peoria, Ill. oc1

**EVERLY FLY-O-PLANE RIDE—WITH OR** without transportation. Ten 1950 Dodgem cars; Girl Show built on 2 ft. Semi-trailer. Kiddie Hand Car Ride. King Amusement Co., Mt. Clemens, Mich. oc15

**FOR SALE—CUSTARD MAKING MACHINE.** Complete, brand new. Lost lease, must sell. Union 7-7432 in New Jersey. oc1

**FOR SALE—\$5 ELI WHEEL, MANGLES,** Chairplane, single Loop-o-Plane, Kings Pony Carts, Kiddie Auto, Electric Train, or will trade for Kiddie Ride not conflicting. Justin Plyer, Gay Dolphin Park, Myrtle Beach, S. C. oc24

**FOUR 5 BALL—WISCONSIN, SUMMER-** time, Saratoga, Buffalo Bill; good condition; all \$50. Late standard Metal Toys, Car, \$45; take \$25. Chicken Sams \$25; 2 Music Boxes \$10. Bring truck. Playmart, 1111 Main St., Fort Worth, Tex. oc1

**G-12 MINIATURE TRAIN, 360' TRACK;** Allan Herschell Auto Ride, Pinto Buggy and Smith & Smith Airplane Ride. Kiddie Chairplane, Auto Ride, King Boat and Jeep Ride. Can be seen in operation. Call after 8 p.m. Thresher's Pony Farm, 22 Depot St., Buckland, Conn., Tel., Mitchell 3-6046. oc1

**LONG RANGE—MADE BY KING AMUSE-** ment Company. Built on 18 ft. Semi, 10 guns, Ford Tractor, new Motor. All for \$1850. Will also sell without tractor or guns. Can be seen at Ripon, Wis. Sept. 23-25, Call, or wire Marshall Peterson, Box 171, Shawano, Wis. oc1

**MANUFACTURER, REPAIR, TRADE ANY-** thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. oc12

**MONKEY SPEED WAY CARS, MONKEYS** PA System, Tractor and Trailer. Must sell. Ethel Underwood, 13 Cleveland Street, Cortland, N. Y. oc1

**OCTOPUS, ROLL-O-WHIRL, AND KID** Auto Ride. Cash or trade. Write: H. McKenna, 1305 Phillippen, Manitowoc, Wis. oc1

**SHOOTING GALLERY—15 SHELL LOAD-** ing tubes. 75¢ dozen; \$6.00 of any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb. oc1

**SHORT RANGE TARGETS—NEW SAM-** ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. oc1

**STEEL AND WOOD FOLDING CHAIRS,** Tables, Bicchors, theater chairs. Complete tent show. Lone Star Seating Company, Box 1734, Dallas 1, Tex. oc1

**TWO OF THE FINEST CONCESSIONS**  
Trailers ever built. Plenty flash. One Popcorn, Apple and Floss, all metal construction, 16 ft. long. Other, Lunch, Steam Table, Deep Fryer, Freezer, Griddle, Coffee Urns, etc. Tandem wheels, 20 ft. long, opens three sides; sleeping quarters one end. Both factory built. This week Jackson Apple Festival, Jackson, O. Permanent address: Al Hatch, Apartment A, 1715 King Ave., Columbus, O.

**\$10 GOLD DAMISE SATERN CURTAIN**, 5'x12'; also larger sizes; fine condition. Send Hat. Well's Curocity Shop, 20 S. 2d St., Phil. 6, Pa.

**INSTRUCTIONS BOOKS & CARTOONS**

**EMCEE MAGAZINE**, CONTAINING PAR-odies, skills, monologs, heckler stoppers. Seven assorted issues, plus comic dictionary, \$4. Emcee, BB P.O. Box 983, Chicago 90.

**MAGICAL APPARATUS**

**A BRAND NEW #24 CATALOG—MIND-**reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale, Nelson Enterprises, 336 S. High, Columbus, Ohio. ocl

**SUB MINIATURE RADIOPHONE FOR** mentalists. Easily concealed. Write for brochure, prices, Nelson Enterprises, 336 South High St., Columbus, Ohio. ocl

**MISCELLANEOUS**

**BEAUTIFUL CHARCOAL PORTRAIT DONE** from your photo, \$10. Unusual gift for your loved ones. John Walenck, 15703 Kennicott, Harvey, Ill.

**SINGING LARIATS FOR CARNIVALS**, Rodeo, Side Shows and Circus. Write: H. Young, 6015 N. 9th St., Phila. 20, Pa. ocl

**M. P. FILMS & ACCESSORIES**

**16MM. SOUND FILMS—LOWEST RENTAL** rates in history; get our prices now. Rogers Films, Lombard, Ill. ocl

**16MM. 5000 SOUND REELS. NEW LIST** Features, Westerns, Serials, War films. Excellent condition. Sell, rent, Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

**MAGNIFICENT WATCH BRACELET**



Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-jewel Swiss movement (not pin lever). Delivered with watch box, \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

Only **\$12.50** each in lots of three. \$13.95 for sample.

**NATIONAL DIST. CO.**

222 Calumet Bldg. Miami, Fla.

**"PRINCESS LEILANI" HAWAIIAN ORCHID PLANTS**

WATCH THEM GROW



An unusual tropical plant... thrives in any home. Grows beautiful orchids for milady's hair, or for corsages. PRICE—\$19.50 per 100, \$156.00 per 1000.

1/2 deposit, balance C.O.D. Flash plants, \$3.00 each or 5 for \$12.50 (including bloom clusters for gift). No spoilage. We ship only perfect plants. We also carry "Ti Logs" and other money-making items. Write for full information.

**SHERFY'S LTD.**

2126 BOYER SEATTLE, WASH.

**JUST RECEIVED**

New style imported repeating Cap Gun.

Gross ..... \$8.00

Repeating Caps (100 shots per roll), gr. .... .50

Caps shipped express only. 50% deposit with c.o.d. order.

**KIDD BROTHERS**

Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

**\$340 BUYS USED 16MM. B&H SOUND PRO-**jector and four features. Worth \$390. Write Greg Ficara, 40 Clinton, Springfield, Vt. No postcards.

**MUSICAL INSTRUMENTS, ACCESSORIES**

**CALLIOPE AND BAND ORGAN REPAIRS—**Whistles, Gears, Parts. Tru Western Calliope and Bandorgan Co., 368 Tucker, Craig, Colo.

**FOR SALE—HAMMOND ORGAN B CON-**sole, B 40 Speaker, excellent condition, \$1500. Clark Memorial Home, Elmwood, Ill.

**PRESTO DISC RECORDER COMBINATION** Phonograph and Public Address system. Microphone and Stand included, \$100. J. Stephenson, Box 1694, Ft. Worth, Tex.

**PERSONAL**

**BOB, WE ALL NEED YOU AND WANT** you. Couldn't we plan to meet some place and talk things over. Susie, Donnie, Eunice, Zumbo. se24

**HAVE FUN. FOOL YOUR FRIENDS. WILL** send you 10 scenic N. Y. post cards and remail with N. Y. postmark for \$1. Letters remailed from N. Y., 25¢. Confidential. Personal Mailing Address, \$5 monthly. P. O. Box 85, Valley Stream, N. Y. ocl

**SIS AND GERRY GREER IF YOU CAN** use me please write me care Billboard, 1564 Broadway, New York 36, H. L. Lambert

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**BEAUTIFUL SPOTTED TRUCKING HORSE.** Taxidermist. Hand tooled Saddle and Bridle, cost over \$500, take \$250. Moorefield camera for above \$75. 2 pair leather ladies' and men's chaps, leather vests, children's western clothing, \$100; sell all together only. Playmart, 1111 Main St., Fort Worth, Tex.

**COMIC FOREGROUNDS AND BACK-**grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. se24

**DIRECT POSITIVE PHOTOGRAPHERS—**We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch-1f

**FOR SALE—VERY REASONABLE. 3 NEW** D.P. Cameras, Hassam style, with Carl Zeiss or Goertz Dogmar lenses in focusing mounts, never out of focus, mates 3 1/2x5 inch, bust size, 3/4 size, full length, and group photos. Also 3 D.P. Cameras, 3 1/2x3 1/2 inch, same lenses and focusing mounts, that also takes bust, 3/4 size, full length and groups. Liberty Studios, 462 W. Broad St., Savannah, Ga.

**LORD BALTIMORE PHOTO MOUNTS** AT LOW PRICES. The covers on these are in Maroon, lined with white, and the inserts are of Antique white, with silver border around picture slot.

	Hundred	Thousand
For 1 1/2x2 Photos	\$1.50	\$10.00
For 2x3	2.00	15.00
For 2 1/2x3 1/2	2.50	20.00
For 3 1/2x4 1/2	3.00	30.00
For 3 1/2x5	3.50	30.00
For 5x3 1/2	3.90	32.00
For 5x7	6.00	60.00
For 7x5	6.50	60.00
For 8x10	9.50	95.00

All prices f.o.b. Baltimore, Md., subject to 2% cash discount.

**INTERNATIONAL SALES CO.**

414 E. Baltimore St. Baltimore 2, Md.

**PHOTO BOOTH OUTFITS CHEAP—ALL** sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch-1f

**PRINTING**

**ALWAYS FASTEST SERVICE—QUALITY** Posters, Three colors, 14x22 Winslow Cards, \$8 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. 50-55, Earl Park, Ind. oc29

**ATTRACTIVE BUSINESS CARDS—\$2.95** per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads, \$6. T.P. Camera Co., Third Ave., Hyattsville, Md. se24

**100 8 1/2x11 LB. BOND LETTERHEADS, 100** 8 1/2x11 Envelopes, \$2.50 prepaid. Other printing. Stanley Koski Printing Co., 1506 Franklin, St. Louis 6, Mo. oc8

**200 8 1/2x11 LETTERHEADS, 200 8 1/2x11** Envelopes, both for \$3.50. Black or blue ink. Mailto Press: 767-B Leith St., Flint 5, Mich. se24

**SALESMEN WANTED**

**AD MATCHES SELL AMAZING DESIGNS.** 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D-85, Chicago 32, Ill. np

**CALIFORNIA SWEET SMELLING BEADS—**Sensational sellers. Free particulars. Mission, 2238 BB, West Pico, Los Angeles, 6, Calif. oc8

**GET NEW SHIRT OUTFIT FREE—MAKE** \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up sell fast to all men. No experience needed. Full or part time. Write Packard Shirt Co., Dept. 106, Terre Haute, Ind.

**MAKE \$2 HOURLY. SELL RA-GLO SIGNS—**bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$11 postpaid. 110 Signs \$6 postpaid. Sell 35¢ ea. 50% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago, 6, ch-np

**\$300 FIRST WEEK OR MONEY BACK—**New Gio Ad Clock, unlike any in world. Electric Ad Clock Co., 616 Orleans, Chicago 10.

**TATTOOING SUPPLIES**

**A-1 TATTOOING MACHINES—OUTFITS.** \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. oc1

**REAL TATTOO MACHINES—NEW DE-**signs; outfits \$19 and up; ready mixed colors \$12 needles. Mill Zels, 728 Lesley, Rockford, Ill. se24

**WANTED TO BUY**

**ALL KINDS FIGURES AND ODD THINGS** to be used in walk-through. Send description, price. Claude Toler, Paris, Tenn.

**MERRY-GO-ROUND, #5 ELI WHEEL, KID-**dies Rides, Roll-o-Whirl, Distortion Mirrors, Merry Horses. State make, condition. Cheap for cash, or will trade. Fred Allen, 1400 Brewster Rd. Syracuse, N. Y.

**WANTED—LARGE TRAIN FOR PARK.** also Box Ride and Road size Roller Coaster; also a very high Aerial Swing and Moon Rocket and other rides. Could also use some Laughing mirrors. All must be in good condition and priced right for cash. Contact: S. Hughes, 901 Bayshore Blvd. Phone #27752, Tampa, Fla.

**HELP WANTED CLASSIFIED ADVERTISEMENTS**

**REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph,** no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

**DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are** charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

**Forms Close Thursdays for the Following Week's Issue**

**CAN USE DANCING GIRLS, STRIP, NOV-**elties, Comics, steady work, new owner. State Harrison Theater, Larry Banthen, 546 S. State St., Chicago, Ill. Webster 9-8434.

**KIDDIE RIDE CONCESSIONAIRE WANTED.** One only. Only Park and Pier in City. Apply: Post Office Box 161, Longport, N. J. se24

**MANAGER FOR TOP SPANISH RECORD-**ing company. Must have ability required; export procedures knowledge helpful. Write extensively to Box 6, N. Y. C. 29.

**MECHANIC FOR TRAVELING ARCADE—**Must understand all types of amusement machines. Salary? What you can deliver. Frunks and Filsters not wanted. Write: Box C-292, c/o Billboard, Cincinnati 22, O. oc1

**ORGANIST HAMMOND, FEMALE, UNDER** 35, white or colored. Play rhythm music, must have good beat work in Key West, Fla.; the winner. Send picture, exp. Record or tape recording. Jungle Club, 801 Duval St., Key West, Fla. se24

**TENOR AND CLARINET MAN—FOR MID-**west traveling orchestra. Contact: Gayer Orch., 1612 N. Broadwell, Grand Island, Neb.

**WANTED—MUSICIAN FOR SALES WORK;** franchised lines; all outside work; must have car; permanent position. Need Band Instrument Co., Yazoo City, Miss.

**WANTED—RELIABLE MAN OR COUPLE** with Candy Apple, Snow Ball equipment to work partnership on exclusive at Macon Fair and other spots. Contact me at once. M. Dudley, 014 Pendleton Homes, Macon, Ga.

**WANTED IMMEDIATELY—GIRL TRUM-**pet, Sax, and Piano for travelling Combo. Read, fake. Contact: Lee Emont, 62 Government St., Mobile, Ala.

**LADY 20-35 YEARS**

Assistant to Entertainment Mgr. Must have smart appearance and wear clothes well. Interested in Show Biz and help plan routines. No Experience necessary; will train. Year round; North summers, South winters. Wages plus expenses. Write fully, and Photo. BOX C-284 c/o Billboard, Cincinnati 22, Ohio se17

**AT LIBERTY—ADVERTISEMENTS**

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

**Forms Close Thursdays for the Following Week's Issue**

**DRAMATIC ARTISTS**

**GHOST SHOW—COMPANY OF FOUR PRE-**senting one hour of the best weird illusions. This show begins where all others leave off. Have ad mats, wire, cards, wire, fire trappers. Open time in October. Percentage only. Write Ecklund, 658 W. 8th St., Erie, Pa. se24

**MISCELLANEOUS**

**HYPNOTIST—FOR STAGE PRIVATE** parties and lecture demonstrations. Free information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

**PERFORMING CHIMPANZEE—KNOWN** from TV and Zoo Parade. Open for night club, circus, parks, fairs, celebrations. Contact Mrs. Gerda Troada, Gen. Del., Goulds, Fla. Telephone, Homestead 694. oc1

**MUSICIANS**

**CONCERT CLARINET-SAX—DESIRES LO-**cation with orchestra, city or town band. Graduate, with some experience as piano tuner-technician. Office experience, typist. Full or part time in above or other work. Responsible, sober, good character. All offers appreciated and answered. Write Box C-289 c/o The Billboard, Cincinnati 22, O. oc8

**DRUMMER, BARITONE, VOCALIST—PLAY** your style, experienced, age 27, neat, dependable. Travel anywhere. Contact Jimmy Blake, c/o Erie 34 Club, Detroit Lakes, Minn. Phone 754. oc15

**DRUMMER—READ, CUT ANY GROUP RE-**sults. Eddie Howard, Anita O'Day. Write: phone Jack Kilmer, Box 792, Rochester, Minn.

**DUO AVAILABLE SEPTEMBER 26th FOR** location. Piano doubling organ, Drummer doubling vocals; work as duo, separate, or with combo. Well experienced, ages 27 and 30. Union, sober, dependable. Drummer's wife experienced waitress. P. O. Box 32, Bronson, Mo. Phone 281-R1 before 7:30 p.m. or 248 after 7:30 p.m. Ask for musician. oc1

**DUO—THE SISK BROS., LEFT HAND** fiddler and banjo-mandolin player. Desires work with western band. TV, radio, show experience. Union Elmer Sisk, 1115 Grandview Ave., South Bend 19, Ind.

**HAMMOND ORGANISTS, OCT. 15. HOTEL,** lounge or club. Sweet styling, swing or classic. Aljer Delaney, 2512 Pleasant Ave., Minneapolis, Minn. oc8

**ORGANIST, FEMALE, OWN HAMMOND** and Leslie speakers, double on piano; union; unlimited repertoire. Master's degree in music. Hotel, TV and radio experience; excellent wardrobe; will travel, have own transportation; prefer Southern hotel; present hotel job in 5th month. Box C-294 c/o The Billboard, Cincinnati 22, O. oc1

**ORGANISTS, HAMMOND: EXPERIENCE,** piano and solo. Write Marjorie Eck-dahl, 203 Lafayette Sq., Jamestown, N. Y.

**PIANIST—DOUBLE RHYTHM OR LEAD** electric guitar, vocals. Read or fake, solo or small combo. On location preferred. Jack B. Martin, Gen. Delivery, Pleasantville, N. J. oc8

**PIANIST—UNION, MALE, SINGLE, TRAIN-**ed, popular, classic, desires recognized licensed agent. Bookings in hotel, lounges, experience. Union Elmer Sisk, 1115 Grandview Ave., South Bend 19, Ind.

**PIANO MAN AVAILABLE OCT. 1ST FOR** small commercial unit. South only. Jimmy Moore, 512 S. Lawrence, Montgomery, Ala. Tel. 4-6533. oc1

**PIANO MAN, MOUSE TO MODERN—PRE-**fer working with Jazz, Semi-commercial Combo or Band. Neat, sober. Leonard Prynne, 245 E. 25 St., Chicago Heights, Ill. Skyline 4-2776.

**ARE YOU MAKING \$15,000 ANNUALLY?**

**WOULD YOU— LIKE A STEADY** RESPECTABLE JOB THAT WILL PAY YOU THIS . . . AND MORE?

**WE ARE ADVERTISING IN** YOUR PUBLICATION— BECAUSE two of our most successful automobile salesmen have your background and experience.

**They like their jobs and their \$15,000 a year. We like them. We need more men like the two we have.**

**WE ARE THE LARGEST IN OUR** FIELD IN THE ST. LOUIS AREA.

Write for PERSONAL interview giving your background and sales experience, if any. APPLICATIONS CONFIDENTIAL

**JIM MARSHALL** 117 N. Maramec CLAYTON 5, MO.

**TENOR, CLARINET, FLUTE, ALTO, EX-**perienced house, to modern, all styles. Need good, steady, job. Stewart, 1313 Sixth Ave., Sterling, Ill. se24

**TENOR-ALTO-CLARINET COMBO—NAME** Hotel exp; transpose, fake, shows, jazz. Reliable, consider anything. Musician, 1422 Ave. H, Birmingham 8, Ala. Phone: 58-2833. se24

**TRUMPET—PLAY SHOWS, COMMERCIAL** jazz routine. E. H. Schrems, 162A N. Fayette, Saginaw, Mich. se24

**VOCALIST AND COCKTAIL DRUMMER—**group or vocalist only with big band. Will consider anything. Bob Holliday, c/o Billboard, 390 Arcade Bldg., St. Louis, Mo. oc1

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. Claude I. Shafer 1041 S. Dennison, Indianapolis 21, Ind. oc15

**CAPT. EARL McDONALD, THE HIGH DIV-**ing sensationist, demonstrates the stiff champions are made of. There is a hushed silence as second after second ticks off, waiting for the climax of this dangerous feat, which has wrecked and maimed the few who have attempted it. As if compelled by a great force, the crowned gazes, lingers intently, seemingly frozen to this lone figure, poised there high overhead. As they watch, his body sharply outlined in the sky by the red glow coming from the leaping flames from far below. Only a muffled cough or the sound of a sharply indrawn breath breaks the silence, while this Fox Movietone Feature and talent award winner is in the process of delivering a devastating load of thrill entertainment. The impact on nerves and emotions is terrific. Competitively priced, with large circus style posters for advertising. Capt. Earl McDonald, 456 Lamphier Pl., Warren, O. Tel. 45337. oc1

**FLASHY PLATFORM TRAPEZE ACT—**Available for all types of Outdoor Celebrations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, Eastbrook 3312. oc1

**INDOOR AND OUTDOOR CIRCUSES,** fairs, rodeos; It's Wild Horse Harry's trick and gun shooting company (Montana Babe). Sherwood, O. se24

**THE RAYS CIRCUS REVUE—TRAINED** dogs, troupe of performing monkeys, juggling, magic, comedy, by Bozo the Clown. Currently playing Bill Greens Animal Farm, held over entire month September. Open dates month November. Eastern territory only. All replies to H. R. Ray, Fairlee, Vermont, c/o Animal Farm. se24

**VOCALISTS**

**AMBITIOUS, RELIABLE YOUNG MAN—**Seeks employment with good Western-Hillbilly or Pop band, as featured vocalist. Bass Fiddle, Rhythm Guitar or Comedian. Have lots of personality. Beautiful costumes. 9 years exp., with top notch bands. Doing radio, recordings, television, and clubs. Will send pictures and information. What can you offer a good man? Jimmy Franklin, 440 Antoinette, Detroit 2, Mich. oc1

**HALLOWEEN MASKS—NOVELTIES—DECORATIONS**

Illustrated catalogue with lowest wholesale prices sent free on dealer's request. **SALLY DISTRIBUTORS** 200 N. 1st MINNEAPOLIS, MINN.

**Here's the Pitch**

**Discovery**  
A New Note in PERFUME

Beautifully boxed. Minimum order 12. Sample \$1.50. A sensational seller!



**Handsomely Boxed 6-Pc. WATCH SETS \$5.15**



Beautifully Boxed **Jewelry SETS \$9.60** DOZ.

Sparkling hand-set stones. Assorted colors and black cameo. Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order. balance C.O.D.

**CEL-MAX, INC.**

822 So. Main St. (Dept. 10), Memphis, Tenn.

**Pittsburg Master Painters Products**

Formula with titanium. Inside, outside, ready mixed paint in oil white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to cartons, sold in carton lots only; \$1.35 per gallon in ten-gallon lots or more. Less than 40-gallon quantity, \$1.50 per gallon. Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon. Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to cartons. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon. Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1 1/2" and 3 1/2" size. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago. **COOK BROS.** 916 S. Halsted Chicago, Ill.

**Better Quality PRECISION RETRACTABLE BALL PENS and NEW POCKET PROTECTOR!**

Three different color pens in white plastic Pocket Protector. Finest quality gold metal caps, plastic barrels; write in red, blue, green inks. Retractable L-50 pens, in 10 colors \$18 gr. Prices on request for L-100 gold metal pens, C-12 chrome pens. Refills 6c each. Write today for low, wholesale price list—Free! **COSMO PEN CORP.** 23 W. 38 St., N. Y. 18 • BRyant 9-2757

## Western Coin Trade Expands; Distrib Sales Up, Credit OK

By HEBER HART

SALT LAKE CITY, Sept. 17.—In spite of a decrease in operator collections in this area, ranging from 5 to 20 per cent, new coin machine equipment sales seem to be hitting a new high, with distributors reporting sales increases from 10 to 20 per cent during the first eight months of the year and anticipating a banner fall season.

An explanation for this strange condition, according to operators and distributors alike, is that the local coin machine trade at the operator level is in a temporary slump resulting from a severe summer and a transition in the public's buying habits.

Thus, altho operators are experiencing a cut in collections—in all three fields, music, games and vending—they are buying with renewed fervor in an effort to meet the public's whims and in anticipation of a peak fall business.

The situation, however, because of fewer dollars in the hands of operators, has had a marked effect on the amount of coin machine financing, which is reported to be paralleling sales increase, up 10 to 20 per cent.

### Juke Box Paper

The bulk of the increase in credit paper is being absorbed in the juke box industry, but distributors feel that the situation is a long way from any danger signs. Vending and game distributors also report increases, but considerably less than in the phonograph field. Again no danger signs were seen.

Dan Stewart, head of the Dan Stewart Company; Harry L. Burchett, of Western States Distributors, and Stan Fry, of Hemenway & Moser, offered good examples of what the distributor opinion is in this area.

Stewart reports sales up nearly 20 per cent compared with last year and says: "We look for a good fall, and business next year should be at the same high level, due to new equipment."

Burchett said that his firm's sales were up about 10 per cent during the first eight months of the year, compared with the corresponding period in 1954. He reported equal increases in both games and music, anticipates an up-swing this fall.

Fry reported vending sales from

(Continued on page 73)

By BUFORD SOMMERS

PORTLAND, Ore., Sept. 17.—The outlook for the coin machine business in the Portland area, at least with regard to music and games, is both bright and dim, depending upon whether the operator is in the juke box business or the amusement game field.

Juke box operators and distributors reported collections and sales about on a par with last year's record, a few even reported substantial increases. Both groups are looking forward to a record-breaking fall season.

Game operators and distributors, on the other hand, report collections and sales down as much as 40 per cent. The reason for the black clouds hanging over the game field is an ordinance banning pinballs passed in 1951. Enforcement of the ordinance was held up until a few weeks ago, when the U. S. Supreme Court refused to interfere with a State Supreme Court ruling. The legality of the ordinance had been passed thru the courts for nearly four years.

### Ban Takes Toll

Tho the ban applies to the Portland field only, the situation has had an adverse effect elsewhere in the State and on other phases of the coin machine business as well. Music operations, tied closely with game routes, have suffered, and removal of games from locations has failed to result in an increase

(Continued on page 73)

By SAM ABBOTT

LOS ANGELES, Sept. 17.—Vending machines, amusement games and juke boxes are all experiencing a rapid expansion thru-out California.

Sales at the distributor level are up in all three fields, reportedly from 10 to 15 per cent. Operators reported collections up from 5 to 15 per cent, altho a few reported slight decreases in one or two lines.

Reasons for the outstanding records being set in this area in all three coin machine fields are better equipment, good credit conditions and a rapidly expanding population. And the latter, according to statistics, is expected to continue at the same clip thruout this year and next.

The fall and winter outlook by both operators and distributors has never been more optimistic.

### Credit Sound

There have been virtually no repossessions in this area this year. Should an operator fall behind in his payments, all of the distributors are willing to refinance the equipment.

The credit picture is also optimistic. Altho distributors reported that they are carrying anywhere from 10 to 20 per cent more paper this year than last, they agree that the situation is sound and that there are no danger signals in sight.

Tied-in with the population in-

(Continued on page 73)

## A SPECIAL REPORT ON THE FALL COIN MACHINE OUTLOOK

### Juke Box Industry Outlook Sound: MOA

By GEORGE A. MILLER

President  
Music Operators of America

OAKLAND, Calif., Sept. 17.—The outlook for the automatic phonograph industry has never looked better.

New equipment, better distribution methods and superior operating procedures all point to a stronger and healthier industry.

And Music Operators of America expects to play a major role in this optimistic picture.

Its most important function, of course, will be performed on Capitol Hill—combatting national legislation aimed at removing the juke

box exemption from the 1909 Copyright Act.

But, MOA also plans to serve the industry in other ways.

Plans now under way include a national tax council, which will provide all music operators with a tool to fight unfair local taxes and



MILLER

restrictions; a network radio show, specifically designed to build better public relations for the juke box industry, and a stepped-up third performance rights society program, which will offer music operators a steady flow of popular records that will never be subject to performance fees.

MOA also plans to increase its staff to call on civic officials thru-out the country, to tell the juke box side of the picture to the people who are responsible for taxes and licenses, and to launch a national advertising campaign for new members, the funds to be used to combat all types of legisla-

(Continued on page 73)

## Installment Buying Surge Source Of Concern for Eastern Coin Ops

### Prosperity High, But Time Payments Cut Into Cash Left for Juke, Game Play

By AARON STERNFIELD

NEW YORK, Sept. 17.—The very prosperity which is a source of jubilation in Washington circles is a reason for mounting concern among juke box and amusement game operators in the metropolitan New York area.

It isn't that Gotham coinmen are against prosperity—it's just that they feel they're not getting their fair share of the pie.

There isn't any question that in

terms of employment and income, people in the New York-Northern New Jersey, Lower Connecticut and Long Island areas never had it so good.

### Takes Trail

Neither is there any question that game and juke box takes are running behind last year. The reason for this condition—advanced by a local game operator, a juke box operator, head of an Eastern State tavern owners' association and an official of a music operators' group—can be summed up in two words, "installment buying."

The last few years have seen an economic revolution in this area. Wage earners in the middle-income group—machinists, clerks, teachers, civil service workers—are vacating their three-room apartments in the Bronx and Brooklyn and moving into Cape Cod and ranch homes in Levittown and Metuchen.

Along with the mortgages they acquire on their homes, they pick up mortgages on storm windows, refrigerators, washing machines and outdoor terraces.

### Paper Rises

Their friends who stay in the five boroughs are buying new cars and television sets at a staggering rate—and mostly on paper.

As a result, the middle-income people around New York now have the highest standard of living they have ever experienced. They also have less cash in their pockets than they've had in a long time.

The neighborhood tavern owner is feeling the pinch. And it's neighborhood bars which account for the great majority of game and music locations in this area.

### Taverns Off

Giddie Gelseiler, head of the New Jersey State Tavern Owners' Association and owner of several North Jersey bars, said that bar grosses have been running about 15 per cent behind last year. Conditions across the Hudson are

pretty much the same in New York, Long Island and Westchester County.

According to the U. S. News & World Report, \$12.5 billion was owed on automobiles in mid-1955. In 1951 the figure was \$6.2 billion, and in 1945 it was \$5 billion.

Mortgages have jumped from \$49.3 billion in 1951 to \$77.2 billion in mid-1955. The 1945 figure was \$17.6 billion. Installment loans—currently \$24.9 billion

(Continued on page 73)

## Trace NCMMDA Need, Distributor Growth

By AL SCHLESINGER

Managing Director  
National Coin Machine Distributors' Association

CHICAGO, Sept. 17.—With the advent of a new trend in all types of coin-operated equipment—amusement, vending, music—the question of the distributors' outlook in the days ahead is most timely.

In trying to view the future, it might be a good idea to recall past trends and see what happened.

Those of you who can look back some 20 or 30 years will remember

the jobber of that day. He had a small rented store with a desk, counter, several chairs, and a few parts.

The jobber was a rugged individual who found the coin machine business an interesting and fascinating one. He didn't have too much money, but his hopes were high. He bought, sold and traded for cash on the barrelhead. He was the manager, salesman, bookkeeper and mechanic.

### Pin Growth

The depression years saw the pinball mushroom from a freak novelty to a good business.

It was during this period that manufacturers recognized the potential sales ability of the jobber, and started making deals and setting up jobberships.

### 20 Selections

In 1933 the 10-record coin-operated selective phonograph reached the market.

With prohibition dead, the rush was on to install this new version of music for the masses in the taverns and restaurants of the nation.

It was during the 1933-'36 period when distributors began mak-

(Continued on page 74)

## NAMA Builds Wide Education Program

By C. S. DARLING

Executive Director  
National Automatic Merchandising Association

CHICAGO, Sept. 17.—National Automatic Merchandising Association will start its 20th year with the election November 6 of five directors, each for a three-year term. The following day officers for the coming year will be elected.

The elections take place at the annual convention November 6 thru November 9 at the Conrad Hilton Hotel here.

At convention time, a review of high spots in the association's year of accomplishments would include, among others, the following:

Possibly uppermost on the list during 1955 has been the move—and in some instances the actuality—of unionization of working forces.

Foreseeing the growing activity of unions to organize automatic merchandisers, NAMA's Labor Relations Committee, of which Louis Risman is chairman, with the approval of the board of directors, retained one of the country's leading labor relations attorneys to as-

sist the staff, and to advise members who felt the need of such service.

### Excellent Results

Dr. Benjamin Werne, of New York City, upon being retained, started to develop a program to help the industry.

Two outstanding results are well known.

First, the Sunday morning sessions at nine regional meetings—held at Atlanta, Dallas, Baltimore, New York, Milwaukee, Cleveland, Kansas City, Boston and Los An-

(Continued on page 73)



SCHLESINGER



DARLING

EDITORIAL

# What's Ahead?

The coin machine industry is entering another fall, the last and biggest quarter of the year, traditionally the opening of another year. And the question on everyone's mind is: "What's Ahead?"

Without a doubt, the keenest competition the industry has yet experienced in each field of the business—juke boxes, games and vending machines—and within each segment of the business—manufacturers, distributors and operators—lies ahead.

And for that reason, the entire industry should welcome the coming months. Because hard competition—and there's probably no industry more competitive than coin machines—is what has built the business to what it is today.

**Big Future**

We are convinced that the big future of the industry lies ahead. Developments in the manufacturing field are heartening. The success with which operators have sold dime play is encouraging. The reactivation of the distributors organization with its program for strengthening bonds between the various segments of the business is a big step in the direction of unity much needed. The accomplishments of the national and State associations in the past year are reassuring.

But there is much to be done. There are still many who remain unconvinced of the great need for associations; there are still many who pay only lip service to the word "co-operation."

A tremendous challenge and opportunity lies ahead for everyone in the industry.

# Progress, Unity Key To Sound Dollars

By MILTON T. RAYNOR  
Legal Counsel  
National Venders Association

CHICAGO, Sept. 17.—It is indeed a difficult task to prognosticate the future of an industry, future business conditions, or the future problems which the National Venders Association will have to face in behalf of its members.

From all economic indications,



RAYNOR

the vending industry should have many prosperous years before it. Business should continue to increase, and the volume of each operator should show a corresponding improvement.

The rate of population increase will provide us with hundreds of thousands of new customers. Children learn the value of a penny or a nickel, and soon learn the greatest value for their money can be purchased thru a vending machine.

Experienced operators are keeping abreast of current as well as potential conditions. They follow business trends carefully so they can at all times secure maximum exposure for vending machines.

As the result, the operator has moved forward with decentralization of industry and retail outlets to suburban areas and with the trend to supermarket-type of outlets.

Economists are virtually unanimous in the opinion business conditions will remain at a high level thru 1960. The same optimism exists in the vending industry.

The industry has progressed with the excellent business conditions by

(Continued on page 74)

# Midwest Ops Report Record '55 Plant, Office Expansion

By BILL MASLOWE

CHICAGO, Sept. 17.—Declaring industrial and office building sales are still unlimited, Midwest operators anticipate 1956 will witness one of the greatest expansion moves in the industry.

Basis of the optimistic outlook was the placement of more venders in established and new locations this year—greater than in any previous year—and national employment, now at an all-time peak.

Bulk operators present a different picture. An increase in sales is anticipated in the coming year, but on a much smaller scale.

New locations must be established. Decentralization of retail outlets to mushrooming suburbs, and the growth of supermarkets, they explained, should bring about a gradual, but steady increase in vending in the next few years.

**Enlarge Stops**

An increase from 10 to 12 per cent was reported in candy and gum sales for the first eight months of 1955, while peanut sales were reported slightly off.

Placement of more machines and the opening of new outlets during the final quarter of 1955 is expected to be even greater than during the first nine months, vending operators stated.

In reporting over-all volume increases as almost double to that of a year ago, operators said the gross was paced by coffee sales, and the demand for additional coffee machines.

Coffee breaks, it was reported, have become more American than the hot dog. Employers have realized this, and because of its time-saving qualifications larger firms

have requested additional machines, which resulted in greater sales.

Per coffee unit sales, operators disclosed, have remained at an even level to a rise of about 10 per cent, but over-all sales spiraled upward.

**No Subsidizing**

On the average, operating companies' figures show an increase in equipment growth ranging from 20 to 50 per cent.

Industrial management, they report, has discovered vending machines offer quick, satisfactory service, while providing a wide selection of food and refreshments.

As the result automatic merchandisers are replacing the cafeteria more so today than during the war. Formerly industry subsidized, at great expense, the lunchroom and labor costs. Today that expense is no longer necessary due to the vender.

John Totten, vice-president of Industrial Venders, Inc., Hammond, Ind., located in the heart of the steel producing capitol of the world, stated:

"Our gross for the fiscal year closed September 1, 1955, was almost doubled as compared to the previous year. We added almost 50 per cent more coffee venders, 30 per cent more beverage venders, and about 20 per cent more milk and pastry dispensers than in the previous year."

**Timesaver**

Virtually all of the firm's business is in industrial plants, some of which installed automatic merchandisers for the first time.

Industrial Venders, Totten explained, has been replacing im-

proved coffee venders in locations for the past two years, and as the result of a better product, management has requested more machines in the huge plants.

Industry has recognized the "coffee break" periods, Totten asserted, and has discovered the economy of automatic sales. A timesaver for industry, and an immediate accessible service for employees.

"We expect to add considerable more machines during the final quarter of this year—about 75 per cent more than the output for the first eight months of 1955," Totten announced.

**Sale-Jobs High**

He also attributed the rise in sales to national employment, now at an all-time peak, which is expected to prevail thru the next few years.

Spokesmen for one of the nation's largest operating firms reported gross sales at an all-time high, anticipating even greater sales in the coming year as the national employment figure, now at its peak, continues.

The firm, which has 10 different types of equipment, purchased more machines in 1955 than in the previous year, according to the official, and anticipates an even greater need in 1956.

Archer Mueller, secretary, George F. Muller and Sons, Inc., Blue Island, Ill., operators of cigarette, candy and soft drink machines, reported 1955 expansion was about the same as last year.

**Filters Up Cross**

However, he disclosed, gross receipts for the first eight months of 1955 were up approximately 30 per cent.

"Per cigarette unit sales were up 8 to 10 per cent because we switch to two to four choices in filters," he said. "August was the biggest sales month in our history."

The company, he asserted, strives to increase its routes on a set percentage, which seldom varies from year to year. All told, they placed 100 more units in the field the first eight months of 1955. Sixty were cigarette venders.

Mueller too, attributed the growth to all-time employment figures, and the acceptance of the "coffee break" as an American standard.

A Midwest vending firm said its growth was partially due to many old-time industrial plants' recognition of venders. And be-

(Continued on page 84)

# Chi Mfr. Distrib Game Sales Up for '55; Outlook Bright

By KEN KNAUF

CHICAGO, Sept. 17.—A substantial increase over 1954 in sales on amusement games thus far this year was reported by Chicago coin machine manufacturers and distributors.

Main reason for the sales boosts, according to the majority of the firms contacted, was an improved sales showing this year in the shuffle bowler and pinball lines.

The current move to coin pool games has also brought up sales in the past month.

Credit terms to game operators in this area has eased in the past eight months, and distributors generally report carrying more paper this year than in 1954. With time payments restricted for the most

part to operators in good financial condition, the situation appears a healthy one.

Chicago Coin Machine Company is beating last year's sales marks both in number of games sold and dollar volume, according to Ed Levin, director of sales.

**Sales Up 20%**

Levin said sales are up about 20 per cent in the past eight months, over last year. Plans are to continue concentrating on bowlers and other shuffle puck machines. The "Flash-O-Matic" feature of play, introduced early in the year has been a big factor in sales of these games, Levin remarked.

Herb Jones, Bally Manufacturing Company vice-president,

said sales on shuffle bowlers were considerably higher this year and Bally thus became more active in this field. Pinball sales, he said, also exceed last year's.

Bally has continued production on three kiddie ride units, with a new release of their kiddie Bulls-Eye gun game due in two weeks.

Exhibit Supply reported its July sales the biggest sales month of the year, with August sales eclipsing

(Continued on page 88)

# N. Y. Vending Ops Expect Best Fall In History; See Industrial Growth

Full Employment, Development of Office Stops, Consumer Acceptance Bright Signs

By AARON STERNFIELD

NEW YORK, Sept. 17.—New York vending operators expect the best fall in the history of the industry. Economic development in the metropolitan area, nearly full employment, an increasing population, the development of the office building as a vending stop and the growing consumer acceptance of the mechanical merchandiser are the bases for this prediction.

The Northeast Seaboard has long trailed the industrial Midwest as lush operator territory for factory stops. There are signs that it is catching up.

New industrial centers are springing up in Westchester, Nassau and Suffolk counties, New York, and in Bergen County, New

Jersey. Also, such industrial strongholds as Hudson and Essex counties, New Jersey, are running full tilt.

**Caterers Move**

A significant trend here is that industrial caterers, which once operated solely on a cafeteria or cart basis, are leaning more and more on automatic merchandising.

Giants like Schraffts and Brady Foods are becoming steady purchasers of vending machines, and locations by the New York Life Insurance Company are becoming top vending stops. The insurance firm now has 30 cup drink machines. Brady has purchased Wittenborgs for factory stops.

Another new development, full-line vending for office buildings, has taken root this year with Ven-

dime, then Hot Coffee Vending Service, providing fully-automatic cafeterias for midtown office workers. Indications are that this move will be accelerated in the fall and will really roll into high in 1956.

**Transient Stops**

Transient locations, too, are getting more and more vending equipment. Union News is adding to the machines on its train station locations and vending stops along Connecticut's Merritt and Wibus Cross Parkways are reporting record business. The opening of the New York Thruway will provide additional stops.

While bulk gum sales are holding up fairly well in neighborhood variety stores, the exodus to the suburbs has created new markets

(Continued on page 84)

# Detroit Area Coin Outlook in Flux

By HAL REVES

DETROIT, Sept. 17.—The coin machine picture for the Motor City is mixed at present, according to a survey of representative operators and distributors, reflecting three principal factors:

1. Contradictory reports, from one operator to another, because it is a period of transition season-wise.

2. Complicated industrial picture which curtailed spending for amusement.

3. Near saturation of music and amusement game fields in this area, while vending field, in selected areas, is showing a healthy expansion.

**Music Field Tight**

In the music field, it is agreed there is virtually no room for growth—new locations that will return a profit have been scarce for years here, and it is chiefly a matter of exchanging one machine for another.

Volume of business for the past eight months has actually been running behind last year in many instances. Operators report they are not buying many new machines, nor are they expected to in the

coming season. Chiefly responsible is the fact that there exists a surplus inventory of machines one to two years old, as a result of what now seems excessively heavy purchase of new machines about a year ago. One trend that seems indicated is a switch toward larger operations.

**Shuffleboard Abounds**

Amusement machines are showing little growth, nor is much expected, in the Detroit area. Licensing requirements are such that shuffleboard is about the only game found to any extent here, and few new locations are coming in. Considerable variance between locations is found here, with some going up and others down, reflecting changes in population and patronage habits. These reports are so conflicting that no fair average can be stated. Average takes on shuffleboard here is now reported at about \$20 a week, half going to the location—with fluctuations from one time of the month to another according to local payroll dates, so that the takes may vary from \$10 to \$50.

This is different from the up-  
(Continued on page 74)

# Coin Machine Manufacturers Juke Boxes

AMI, Inc., 1500 Union Ave. S.E., Grand Rapids 2, Mich.  
 Rock-Ola Manufacturing Co., 800 N. Kedzie Ave., Chicago  
 J. P. Seeburg Corp., 1510 Dayton St., Chicago  
 Rudolph Wurlitzer Co., North Tonawanda, N. Y.

## Amusement Machines

Automograph, Inc., Union, N. J.  
 Bally Manufacturing Co., 2640 Belmont Ave., Chicago  
 Binks Industries, Inc., 4354 N. Pulaski Rd., Chicago  
 Cadillac Hobbyhorse, Inc., 840 River Rd., Edgewater, N. J.  
 Capitol Projectors Corp., 556 W. 52d St., New York 19  
 Chicago Coin Machine Co., 1725 Diversey Blvd., Chicago  
 Deco, Inc., 2321 Westbound Ln., Union, N. J.  
 Edeleo Manufacturing & Sales Co., 123 Cadillac Sq., Detroit 7  
 Exhibit Supply Co., 4222 W. Lake St., Chicago  
 Fischer Sales & Manufacturing Co., Tipton, Mo.  
 Genco, Inc., 2621 N. Ashland Ave., Chicago  
 D. Gottlieb & Co., 1140-1150 N. Kostner Ave., Chicago  
 Alan Hawes Manufacturing & Display Co., 1780 Stewart Ave. S.W., Atlanta  
 Holmes Cook Miniature Golf Co., 631 10th Ave., New York 36  
 International Mutoscope Corp., 44-01 11th St., Long Island 1, N. Y.  
 L. Q. Baseball Machine Corp., 55 W. 42d St., New York 36  
 J. H. Keeney & Co., 2600 W. 50th St., Chicago  
 King Amusement Co., Mount Clement, Mich.  
 Bert Lane Co., Inc., 372 N. E. 61st St., Miami  
 Marvel Manufacturing Co., 2847 W. Fullerton, Chicago  
 Mike Munves Corp., 577 10th Ave., New York 36  
 Philadelphia Toboggan Co., 130 E. Duval St., Philadelphia  
 Scientific Machine Corp., 79 Clifton Pl., Brooklyn  
 Texas Kiddle Rides Co., 3500 S. Jennings, Fort Worth 1  
 United Manufacturing Co., 3401 N. California Ave., Chicago  
 Valley Manufacturing Co., 333 Morton St., Bay City, Mich.  
 Waterman Engineering Co., Waterman, Ill.  
 Williams Manufacturing Co., 4242 W. Fillmore, Chicago

## Vending Machines Alarm Clock Venders

Outline Clock Co., 1093 S. Bedford Dr., Los Angeles 35

## All-Purpose Venders

Oregon, P. O. Box 8161, Portland 7, Ore.  
 Vendomatic Machine Corp., 34 W. 33d St., New York

## Balloon Venders

Oak Rubber Co., Sycamore St., Ravenna, O.

## Bobby-Pin Venders

White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.

## Book, Magazine Venders

Exhibit Supply Co., 4218-30 W. Lake St., Chicago 24  
 International Mutoscope Corp., 44-02 11th St., Long Island, N. Y.

## Bottled Drink Venders

Artkraft Manufacturing Co., Box 119, Lima, O.  
 Atlas Metal Works, 818 Singleton Blvd., Dallas  
 Bernitz Manufacturing & Machine Works, 2125 Indiana Ave., Kansas City 1, Mo.  
 Cavalier Corp., 343 W. First St., Chattanooga 2, Tenn.  
 Central Tool Co., Inc., 1712 Main St., Hartford, Conn.  
 General Vending Machine Corp., 3338 Chippendale Ave., Philadelphia 36  
 Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.  
 Ideal Vender of Canada, 1010 St. Catherine St. West, Montreal, Quebec  
 Jacobs Company, F. L., 1043 Spruce St., Detroit 32  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39  
 Selectivend Corp., 1820 Wyandotte, Kansas City, Mo.  
 Sloyer Sales & Manufacturing Co., 615 Second St., San Francisco 7  
 S. & S. Products Co., P. O. Box 1047, Lima, O.

# COIN MACHINE BUYERS' GUIDE

The following is a comprehensive listing of manufacturers, franchised distributors and suppliers of the coin machine industry. Special care was taken to insure that only firms actively engaged in, or suppliers of, the industry were included. Despite this precaution, the name of a firm which qualifies under that restriction may have been inadvertently overlooked. Therefore, The Billboard welcomes readers to call any possible errors to its attention so that the correction may be made for future listings.

Vendo Co., 7400 E. 12th St., Kansas City 26, Mo.  
 Vendorator Manufacturing Co., 2550 S. Railroad Ave., Fresno, Calif.

## Bulk Nut & Confection

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago 40  
 Andrews Manufacturing Co., 660 S. Rochester Rd., Clawson, Mich.  
 Atlas Manufacturing & Sales Corp., 12220 Triskett Rd., Cleveland 11  
 Ball-Gum, Inc., 2610 W. 19th St., Chicago  
 Bloyd Manufacturing Co., Valley Station, Ky.  
 Champion Vendors Supply Co., Inc., 1119 E. Houston St., San Antonio  
 Columbus Vending Co., 2005-13 E. Main St., Columbus 9, O.  
 Ford Gum & Machine Co., Inc., Arkon, New York  
 Gaylord Manufacturing Co., 606 Michigan Ave., Detroit 26  
 H. K. Hart Confections, Inc., 540 39th St., Union City, N. J.  
 Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
 Northwestern Corp., E. Armstrong St., Morris, Ill.  
 Oak Manufacturing Co., Inc., 11411 Knightsbridge Ave., Culver City, Calif.  
 W. G. Parrish, Inc., 34 N. Bennet St., Geneva, Ill.  
 Silver King Corp., 1529 New York St., Aurora, Ill.  
 Victor Vending Corp., 5710-13 Grand Ave., Chicago 39

## Candy Bar Venders

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago 40  
 Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.  
 Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago  
 Polaris Manufacturing Co., 2222 Fourth St., Peru, Ill.  
 Polarmat, Ltd., 3055 Verdun Ave., Verdun, Quebec  
 Rowe Manufacturing Co., 31 E. 17th St., New York 3  
 Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles 23  
 Silver King Corp., 1529 New York St., Aurora, Ill.  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.

## Canned Soft Drink Venders

Cantrell & Cochrane Corp., Route 4 and Nordhoff Pl., Englewood, N. J.  
 Central Tool Co., Inc., 1712 Main St., Hartford, Conn.  
 Dari-O-Matic, Inc., 1827 Pontius Ave., Los Angeles 25  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
 General Vending Machine Corp., 3338 Chippendale Ave., Philadelphia 36  
 Rowe-Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.

## Chewing Gum Venders

Advance Machine Co. (1c and 5c), 4641 N. Ravenswood Ave., Chicago 40  
 Ajax Manufacturing Co. (5c), 368 Broadway, New York 13  
 Arthur H. DuGrenier, Inc. (1c), 15 Hale St., Haverhill, Mass.  
 Mills Industries, Inc. (1c), 4100 W. Fullerton Ave., Chicago  
 Northwestern Corp. (1c and 5c), E. Armstrong St., Morris, Ill.  
 Oak Manufacturing Co., Inc. (1c), 11411 Knightsbridge Ave., Culver City, Calif.  
 W. G. Parrish, Inc. (1c and 5c), 34 N. Bennet St., Geneva, Ill.  
 Silver King Corp. (1c), 1529 New York St., Aurora, Ill.  
 Stoner Manufacturing Corp. (1c and 5c), 328 Gale St., Aurora, Ill.  
 Superior Manufacturing Co. (5c), 2144 Ashland Ave., Evanston, Ill.  
 Unedda Vending Service, Inc. (5c), 250 Meserole St., Brooklyn 6

## Cigar Venders

Cigaromat Corp. of America, 1315 Walnut St., Philadelphia 7  
 Malkin-Illion Co., 396 Coit St., Irvington 11, N. J.  
 Zaug's Modern Vending Service, 411 S. Pearl St., New London, Wis.

## Cigarette Venders

A. & A. Co., Inc., 1133 South Ave., Plainfield, N. J.  
 Advance Machine Co., 4641-4647 Ravenswood Ave., Chicago 40  
 Automatic Dispensers Manufacturing, Ltd., 7501 18th St., Montreal 38, Quebec  
 Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.  
 Continental Vending Machine Corp., Brush Hollow Rd., Westbury, L. I., N. Y.

Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
 Gross Given Manufacturing Co. (Automatic Products Company), 301 Chestnut St., St. Paul 2  
 Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
 J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago 32  
 Lehigh, Inc., Vendor Division, 1500 Lehigh Dr., Easton, Pa.  
 Mercury Vendors, Inc., 5209 Euclid Ave., Cleveland 3  
 National Vendors, Inc., 5055 Natural Bridge, St. Louis 15  
 Polaris Manufacturing, 2222 Fourth St., Peru, Ill.  
 Rowe Manufacturing Co., Inc., 31 E. 17th St., New York 3  
 Royal Machine Co., 1360 Howard St., San Francisco 3  
 Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles 23  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.  
 Superior Manufacturing Co., 2144 Ashland Ave., Evanston, Ill.  
 Vendomatic (1954), Ltd., 1270 Castlefield Ave., Toronto 10, Ontario.

## Handkerchief Venders

Advance Machine Co., 4645 N. Ravenswood Ave., Chicago 40  
 Standard Handkerchief Co., Inc., 1 Bond St., New York 12  
 Tux Handkerchief & Vending Machines, 2401 40th St., Rock Island, Ill.

## Hot Drink Venders

American National Dispensing Co., 4th St. & Cannon Ave., Lansdale, Pa. (Coffee)  
 Apco, Inc., 1740 Broadway, New York 19. (Coffee, hot chocolate)  
 Barvend, Inc., Box 97, San Marcos, Calif.  
 Chef-Way Sales, Inc., 527 Southwest Blvd., Kansas City 8, Mo. (Coffee, soup or coffee-hot chocolate)  
 Coffee-Mat Corp., 880 North Ave., Elizabeth, N. J. (Coffee)  
 Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis. (Coffee)  
 Cole Products Corp., 39 S. LaSalle St., Chicago 3. (Coffee, hot chocolate)  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass. (Coffee, soup, hot chocolate)  
 Indeco, Inc., 806 E. 141st St., Bronx 54, N. Y.  
 J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago 32. (Coffee)  
 King Manufacturing Co., 130 W. B St., San Diego 1, Calif.  
 L. & L. Sales, Inc., 314 S. 12th St., Omaha 8, Neb. (Coffee)  
 Bert Myers Corp., P. O. Box 379, St. Charles, Ill. (Coffee, hot chocolate, soup)  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39. (Coffee)  
 News Equipment Manufacturing Co., 1111 W. Avenue 137, San Leandro, Calif. (Coffee)  
 Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia 22. (Coffee, hot chocolate)  
 Silver King Corp., 1529 New York St., Aurora, Ill. (Coffee)  
 Suively Groves, Inc., Winter Haven, Fla. (Soup)  
 Solupak Co., 1821 Glenwood Ave., Minneapolis 5. (Coffee, soup, chocolate, tea packets)  
 Steel Products Co., 40 Eighth Ave., Cedar Rapids, Ia. (Coffee)  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill. (Coffee, hot chocolate)  
 United Coffee Corp., 1723 S. Michigan Ave., Chicago 16. (Coffee)

## Coin Changers

Continental Coin Devices, Inc., 3203 S. Austin Blvd., Cicero 50, Ill.  
 Hamilton Scale Co., 3350 Secor Rd., Toledo 6

## Comb Venders

White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.

## Cookie, Cracker Venders

Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis.  
 Lehigh, Inc., Vendor Division, 1500 Lehigh Dr., Easton, Pa.  
 News Equipment Manufacturing Co., 1111 West Ave., San Leandro, Calif.  
 Wm. F. Shepherd, Inc., 2604 Woodburn Ave., Cincinnati  
 Silver King Corp., 1529 New York St., Aurora, Ill.  
 Stadler Manufacturing Corp., 2112 Broadway, New York  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.  
 The Vendo Co., 7400 E. 12th St., Kansas City 26, Mo.  
 Unedda Vending Service, Inc., 250 Meserole St., Brooklyn 6  
 Vend-Rite Manufacturing Co., 1536 N. Halsted St., Chicago 49

## Cup Soft Drink Venders

Apco, Inc., 1740 Broadway, New York 19  
 Cole Products Corp., 39 S. LaSalle St., Chicago 3  
 Dr. Pepper Co., P. O. Box 5086, Dallas 2  
 Lennox Manufacturing Co., 5000 S. Halsted St., Chicago  
 Lyon Industries, Inc., 373 Fourth Ave., New York 16  
 Polarmat, Ltd., 3055 Verdun Ave., Verdun 19, Quebec  
 Rowe-Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.  
 Square Manufacturing Co., 1723 S. Michigan Ave., Chicago 16  
 Vendomatic (1954), Ltd., 1270 Castlefield Ave., Toronto 10, Ontario

## Food (All-Purpose) Venders

Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
 Oregon, 525 N. E. 22d Ave., Portland 12, Ore.

## Fruit Venders

Frigid Fruit Co., 1303 S. 20th Ave., Yakima, Wash.  
 Fruit-O-Matic Manufacturing Co., 5225 Wilshire Blvd., Los Angeles 36

## Greeting Card Venders

International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

## Hair Oil Venders

Cebeo Products Co., Inc., 308 E. McClure, Peoria 4, Ill.  
 Perfume-A-Spray Products, Inc., 54 W. Main St., Maple Shade, N. J.

## Hand Lotion Venders

Cebeo Products Co., Inc., 308 McClure, Peoria 4, Ill.  
 Perfume-A-Spray Products, Inc., 54 W. Main St., Maple Shade, N. J.

## Handkerchief Venders

Advance Machine Co., 4645 N. Ravenswood Ave., Chicago 40  
 Standard Handkerchief Co., Inc., 1 Bond St., New York 12  
 Tux Handkerchief & Vending Machines, 2401 40th St., Rock Island, Ill.

## Hot Drink Venders

American National Dispensing Co., 4th St. & Cannon Ave., Lansdale, Pa. (Coffee)  
 Apco, Inc., 1740 Broadway, New York 19. (Coffee, hot chocolate)  
 Barvend, Inc., Box 97, San Marcos, Calif.  
 Chef-Way Sales, Inc., 527 Southwest Blvd., Kansas City 8, Mo. (Coffee, soup or coffee-hot chocolate)  
 Coffee-Mat Corp., 880 North Ave., Elizabeth, N. J. (Coffee)  
 Coan Manufacturing Co., 2070 Helena St., Madison 4, Wis. (Coffee)  
 Cole Products Corp., 39 S. LaSalle St., Chicago 3. (Coffee, hot chocolate)  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass. (Coffee, soup, hot chocolate)  
 Indeco, Inc., 806 E. 141st St., Bronx 54, N. Y.  
 J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago 32. (Coffee)  
 King Manufacturing Co., 130 W. B St., San Diego 1, Calif.  
 L. & L. Sales, Inc., 314 S. 12th St., Omaha 8, Neb. (Coffee)  
 Bert Myers Corp., P. O. Box 379, St. Charles, Ill. (Coffee, hot chocolate, soup)  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39. (Coffee)  
 News Equipment Manufacturing Co., 1111 W. Avenue 137, San Leandro, Calif. (Coffee)  
 Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia 22. (Coffee, hot chocolate)  
 Silver King Corp., 1529 New York St., Aurora, Ill. (Coffee)  
 Suively Groves, Inc., Winter Haven, Fla. (Soup)  
 Solupak Co., 1821 Glenwood Ave., Minneapolis 5. (Coffee, soup, chocolate, tea packets)  
 Steel Products Co., 40 Eighth Ave., Cedar Rapids, Ia. (Coffee)  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill. (Coffee, hot chocolate)  
 United Coffee Corp., 1723 S. Michigan Ave., Chicago 16. (Coffee)

## Hot-Cold Drink Venders

Apco, Inc., 1740 Broadway, New York 19. (Soft drinks, coffee, hot chocolate)  
 Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia 22. (Coffee-juice-hot chocolate, soft drinks-coffee-hot chocolate)

## Hot Nut Venders

Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
 The Northwestern Corp., E. Armstrong St., Morris, Ill.  
 Tropical Trading Co., Inc., 5 S. Wabash Ave., Chicago 3

## Ice Cream Venders

Atlas Tool & Manufacturing Co., 5147 Natural Bridge Ave., St. Louis 15  
 Fred Hebel Corp., P. O. Box 375, Factory & Addison Rds., Addison, Ill.  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39  
 Plat-O-Matic Corp., P. O. Box 301, Butler, Wis.  
 Roto-Vend, 6311 Wilshire Blvd., Los Angeles  
 Rowe Manufacturing Co., 31 E. 17th St., New York 3  
 Turbo Machine Co., Main St., Lansdale, Penn.  
 Smithco, Inc., 705 Jefferson St., Peoria, Ill.  
 Vendo Co., 7400 E. 12th St., Kansas City 26, Mo.

## Hot-Cold Drink Venders

Apco, Inc., 1740 Broadway, New York 19. (Soft drinks, coffee, hot chocolate)  
 Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia 22. (Coffee-juice-hot chocolate, soft drinks-coffee-hot chocolate)

## Hot Nut Venders

Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
 The Northwestern Corp., E. Armstrong St., Morris, Ill.  
 Tropical Trading Co., Inc., 5 S. Wabash Ave., Chicago 3

## Ice Cream Venders

Atlas Tool & Manufacturing Co., 5147 Natural Bridge Ave., St. Louis 15  
 Fred Hebel Corp., P. O. Box 375, Factory & Addison Rds., Addison, Ill.  
 Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39  
 Plat-O-Matic Corp., P. O. Box 301, Butler, Wis.  
 Roto-Vend, 6311 Wilshire Blvd., Los Angeles  
 Rowe Manufacturing Co., 31 E. 17th St., New York 3  
 Turbo Machine Co., Main St., Lansdale, Penn.  
 Smithco, Inc., 705 Jefferson St., Peoria, Ill.  
 Vendo Co., 7400 E. 12th St., Kansas City 26, Mo.

## Identification Disk Venders

Harvard Automatic Machine Co., 1658 Broadway, Lorain, O.  
 Standard Metal Typer Co., 1318 N. Western Ave., Chicago 22

## Juice Venders

Dari-O-Matic, Inc., 1827 Pontius Ave., Los Angeles 25  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
 Fruit-O-Matic Manufacturing Co., 5225 Wilshire Blvd., Los Angeles 36

Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago 39  
 Suively Groves, Inc., Winter Haven, Fla.  
 Welch Grape Juice Co., Institutional Department, Westfield, N. Y.

## Lighter Fluid Venders

Atlas Manufacturing & Sales Corp., 12220 Triskett Rd., Cleveland 11  
 Wesson Distributing Corp., 1094 Broad St., Newark 5, N. J.

## Lipstick Venders

Advance Machine Co., 4645 N. Ravenswood Ave., Chicago 40  
 United Precision Products, Inc., 57-25 58th Pl., Maspeth, L. I., N. Y.

## Massage Venders

McDowell Manufacturing Co., 301 Stanton Ave., Pittsburgh 9  
 Niagara Manufacturing & Distributing Corp., Adamsville, Pa.

## Match Book Venders

Advance Machine Co., 4641-4647 Ravenswood Ave., Chicago 40  
 Hawkeye Novelty Co., 1754 E. Grand, Des Moines

## Milk Venders

Apco, Inc., 1740 Broadway, New York 19.  
 Cedar Hill Farms, Inc., 6950 Madisonville Rd., Cincinnati  
 Dairy Fresh-S. & S. Co., 4029 Vernon Ave., St. Louis Park 16, Minn.  
 Dari-O-Matic, Inc., 1827 Pontius Ave., Los Angeles 25  
 F. B. Dickinson & Co., 8000 University Ave., Des Moines 11  
 Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
 Food Engineering Corp., 179 Elm St., Manchester, N. H.  
 Ideal Dispenser Co., 509 Elm St., Bloomington, Ill.  
 Meterflo Dispensers, 627 Grove St., Evanston, Ill.  
 Meyer-Blanke Co., 310 Russell Blvd., St. Louis 4  
 Mr. Robot, Inc., 12 E. Grand Ave., Chicago  
 Paramount Freezing Equipment Co., Inc., 144 Emmett St., Newark 5, N. J.  
 Refrigeration Engineering Co., 3013 Foshay Tower, Minneapolis 2  
 Roto-Vend, 6311 Wilshire Blvd., Los Angeles  
 Rowe Manufacturing Co., Inc., 31 E. 17th St., New York 3  
 S. & S. Vending Machine Co., 670 Lincoln Ave., San Jose, Calif.  
 Shanner Equipment Co., 8923 Ogden Ave., Brookfield, Ill.  
 Sunroc Refrigeration Co., Glen Riddle, Pa.  
 Vendo Co., 7400 E. 12th St., Kansas City 26, Mo.

## Mint (Package) Venders

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago 40  
 Ajax Manufacturing Co., 368 Broadway, New York 13  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.  
 Unedda Vending Service, Inc., 250 Meserole St., Brooklyn 6

## Paper Cup Venders

Steel Products Co., 40 Eighth Ave., S. W., Cedar Rapids, Ia.

## Parcel Lockers

American Locker Co., Inc., 211 Congress St., Boston

## Pastry Venders

Rowe Manufacturing Co., Inc., 31 E. 17th St., New York 3  
 Stoner Manufacturing Corp., 328 Gale St., Aurora, Ill.  
 Wright Machinery Co., Corner of Holloway & Calvin Sts., Durham, N. C.

## Pen (Ball Point) Venders

Pritz Vending & Manufacturing Co., Inc., 127 W. Butler Ave., Ambler, Pa.  
 Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles 23  
 U. S. Commercial Products Co., 7420 N. Western Ave., Chicago 45  
 Vend-Rite Manufacturing Co., 1536 N. Halsted St., Chicago 49

## Pencil Venders

Empire Pencil Co., Shelbyville, Tenn.  
 Matthews Specialty Co., Star Route A, Austin, Tex.  
 Pritz Vending & Manufacturing Co., Inc., 127 W. Butler Ave., Ambler, Pa.  
 Reliance Pencil Corp., 22 S. Sixth Ave., Mount Vernon, N. Y.  
 Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles 23

## Perfume Spray Venders

Colma, Inc., 70 Piedmont St., Worcester 2, Mass.  
 Jo-Lo Perfumatic Dispenser, Inc., 328 Stevens Ave., Jersey City 5, N. J.  
 Perfume-A-Spray Products, Inc., 54 W. Main St., Maple Shade, N. J.

## NAMA Education Program

Continued from page 70

geles—were devoted to three phases of employee and labor relations problems. The basic subjects were: "Putting Your House in Order," "What to Do During a Union Drive" and "Protecting Your Rights in an Election."

The second outstanding result of Dr. Werne's program was the preparation of three manuals, on the subject, "Your Legal Rights as an Employer Under Existing Federal Labor Regulations." Many members have ordered manuals, and found them invaluable in setting up a program of better employee relations.

A second accomplishment of the current year is the marked growth in profit consciousness on the part of operators.

Increased use by members of the association's annual "cost of doing business" survey accounts for part of this growing realization of the importance of making a fair profit, and how to bring about that desirable result.

However, the major credit goes

## Los Angeles

Continued from page 70

creases is route expansion. Not only are established operators in all fields enlarging their territories, but new faces are beginning to appear on the scene.

### New Dollars

This route expansion not only opens new dollars to operators, but gives distributors a substantial sales boost as well.

The one sore spot in the picture is increased operating costs, with wages, equipment and supplies heading the list in that order. Every operator contacted said that wages were up 10 per cent or more, equipment up about 10 per cent and supplies up as high as 15 per cent.

## Portland

Continued from page 70

in music takes, operators said. The credit picture here has changed very little, with distributors reporting only slight increase if any at all.

Banks are handling very little of the coin machine paper, the bulk of it going to special credit firms catering to the coin machine industry. Customary terms are one-fourth down, 12 to 18 months to pay for music, 6-9 months for games.

One distributor said: "I think we can count on the remainder of the year to produce at least a 30 per cent increase. These gains should come from more employment and more entertainment spending by the public. Considering the problem we've had with games, business has been very good."

## Photograph Venders

Auto-Photo Co., 1452 S. San Pedro St., Los Angeles 15  
International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

## Popcorn Venders

Electro-Serve, Inc., Commercial Merchants Bank Bldg., Peoria, Ill.  
Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
Popsum, Inc., 1520 W. Lincoln Ave., Milwaukee 15  
Wright Machinery Co., Corner of Holloway & Calvin Sts., Durham, N. C.

## Post Card Venders

Exhibit Supply Co., 4218-30 W. Lake St., Chicago 24  
International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

## Postage Stamp Venders

Commercial Controls Corp., 1 Leighton Ave., Rochester 3, N. Y.  
Fiatto Manufacturing Co., P. O. Box 8, Miami Beach 39, Fla.  
Hamilton Scale Co., 3350 Secor Rd., Toledo 6  
Northwestern Corp., E. Armstrong St., Morris, Ill.  
Postage Stamp Machine Co., 33 W. 60th St., New York 23  
Postage Stamp Vendor Co., 624 S. Michigan Ave., Chicago 5

(Continued on page 80)

to NAMA's Regional Meeting Committee for 1955, of which Tom Hungerford, National Vendors, St. Louis, is chairman, and to two other members of that committee, W. S. Fishman, Automatic Merchandising Company, Chicago, and Herb Geiger, Geiger Automatic Sales Company, Milwaukee.

The two, with the help of Hungerford and Dick Schreiber, editor and publisher of Vendi, developed a 90-minute program, "The Profit Clinic," with charts, blackboard discussion, and question and answer periods.

NAMA's convention and exhibit have been the high spot of the year ever since this joint event was started in 1947. This year it is expected to be the largest and most varied yet presented, with many new items and important advances in both machines and vendible products. The convention program, too, promises to be one of the best.

### Management Study

A new feature just preceding the 1955 convention promises interesting new developments in the years to come.

This is a short course in management for operators. A single announcement sent to members last June brought an immediate response from members that has already over-subscribed the attendance limits originally established. Whether it will be possible to accept more registrants depends on plans now being developed.

"Management Day" results from some years of planning, together with the interest shown in our management problems by one of America's leading teachers of management, Dr. W. R. Spriegel.

Dr. Spriegel attended the regional meeting at Dallas last March, and since has been working with an advisory committee of Texas members in the development of the "Management Day" program. The committee includes Charles W. Harper, chairman, Gibbs MacDaniel, and Lee Moffett, with NAMA Director Harold Gallarneau serving in an advisory capacity.

Management courses are only one of the educational efforts in which the association hopes to help its members do a more effective job of solving the increasingly complex problems of the industry.

Food and beverage vending machines account for a high percentage of the current annual vending sales of close to 1 3/4 billion dollars.

### Health Program

Both the manufacturers and operators of machines for food and beverage products have a growing realization of the importance of sanitation and public health factors in the design, construction and operation of machines.

This year and future years will see great progress and perhaps the culmination of one of NAMA's most important undertakings in the field of sanitation. It is the joint project with the United States Public Health Service in the study of sanitary principles of design, construction and operation of food and beverage vending machines.

The ultimate result may be the formulation by the government of an approved code and ordinance for the guidance of State and local public health officers.

Research on vending machine sanitation continues at Michigan State College under the direction of Dr. W. L. Mallman, with the continued sponsorship of NAMA.

The sanitation activities of the association promise to become even more important in the years ahead.

State and local taxation and regulation of automatic merchandising, the threat which persuaded a small group of industry leaders in 1936 to form National Automatic Merchandising Association, continues to be a serious problem in several parts of the country, and new sources of difficulty will appear in the years ahead.

Gradually tax and legislative problems, specifically affecting automatic merchandising, should become less severe, as the public relations activities of NAMA and its members reach constantly wider audiences.

are up 14 per cent compared with a year ago.

### Rates May Rise

Noel Graubert, Conditional Credit Sales Corporation, factoring house specializing in coin machine accounts, says that outstanding paper on games and music is probably as high as it's ever been. He feels that the recent increase in interest rates by the Federal Reserve System might tighten credit and force interest rates up.

The net result of this wave of installment buying is that small cash businesses are getting a smaller share of the middle-income worker's paycheck.

Bars that once could count on a steady customer for two or three weekly visits now can expect only one or two visits. The customer who only showed up on Saturday nights now may not show up at all.

### Play Off

As a result, the bar business has slumped, and with this slump has followed a falling off in juke and game play.

The picture isn't all black, tho, and there are a few encouraging signs. With the move to the suburbs, new locations are opening up. Kiddie rides are doing particularly well in suburban shopping centers and in the farmers' markets which dot Long Island.

Another bright sign is the growth of kiddie parks in the outlying districts. If taking the wife and kids for a ride is replacing the tavern visit as a form of relaxation, dropping dimes in coin-operated rides for junior has also replaced dropping dimes in a shuffle game for papa to some extent.

### New Bars

Also, as the suburbanite gets over the first thrill of mowing the lawn and pruning the roses, he finds more need for activity of a more sedentary nature. Neighborhood bars are moving to the suburbs, and with them come juke and games.

Nassau County, the great bedroom suburb of Manhattan, has been experiencing a healthy growth in the number of game and music stops.

While dime play may not solve all the problems of the music operators in this area, it is making for a healthier operator picture and helps pare the mounting overhead costs.

Currently, New York City is still mostly on nickel play, but the conversion to dime play has been

## Salt Lake City

Continued from page 70

machines down in quantity volume, but up in dollar volume due to a price increase.

All three agreed that the coin machine business was on sound footing and would definitely be better in the last quarter of this year.

Juke box operators are looking forward to better business during the fall and winter months. During the first eight months of the year collections have been off from 5 to 20 per cent.

### Venders Happy

Game operators also reported cuts in collections, but not near so severe nor as frequent. In many instances operators reported that their games were supporting both the game and the juke box route during the summer months.

Vending operators are the happiest. Expecting cuts as a result of increased costs, the operators were doubly happy when net takes rose slightly. Venders are also reaching into new fields—milk, ice cream and new cup machines—for added revenue, convinced that a new era in the field is just dawning.

Juke boxes are in the in-between stage on nickel and dime play. The public hasn't been sold completely yet on the increased price. Operators are optimistic, however, that conversions will continue and that grosses will rise as a result.

## Installment Buying Surge

Continued from page 70

moving steadily, and there is a good chance that Gotham will have more boxes at 10 cents than at five cents by the year's end. Westchester County has been predominantly 10 cents for several months.

Arcades and resorts have had their best season in years. While there is nearly full employment here, there isn't much overtime, and the work week in Manhattan offices is only 35 hours in many cases.

This means more time for recreation, and more of this recreation has been on a family basis. A lot of fathers have been leaving the wife and kids at the beach or mountains over the summer and driving up weekends.

### Resort Stops

For the resort operator—and this includes a lot of New York coinmen who move equipment in the summer—losses in New York revenue have been offset by healthy takes in the Catskills and the beaches.

If the wave of installment buying abates, New York operators can look forward to the best season ever. Even if it continues, tho, the industry here should have a pretty fair fall, altho coin takes probably won't keep pace with the increased level of prosperity.

## Juke Box Industry

Continued from page 70

tion deemed unfair to this industry.

A national convention of music operators, sponsored by MOA, will give everyone in the trade the opportunity of exchanging ideas, thus further improving operating procedures.

Programs now under way include a national hospital insurance plan for operators and a commercial advertising disk agency, set up by Rodney Pantages.

MOA is also advocating changes in the current commission structure existing in the juke box industry. It believes that operators should be encouraged to reduce the locations' commissions to allow for better service, better programming and better equipment. It is MOA's intention to aid operators achieve this new structure.

With operator co-operation growing from day to day, the industry can go in only one direction, and that's forward.

KEENEY SPORTSMAN  
**GUNS, \$199.50**  
LEHIGH SPECIALTY CO.  
826 N. Broad St., Philadelphia 30, Pa.  
POplar 5-3299

Chain Store Coin Machine Operators are getting big returns from their **NEW HARVARD METAL TYPERS** and so can you! They take up very little floor space and will give years of trouble-free operation, with limited depreciation.  
**HARVARD AUTOMATIC MACHINE CO.**  
1658 Broadway Lorain, Ohio  
Over 50 Years Old  
Discs to fit all Metal Typers.

**ROYAL**  
DISTRIBUTING, INC.  
DUDE RANCH ..... \$225.00  
BEACH CLUB ..... 175.00  
PALM SPRINGS ..... 225.00  
HI-FI ..... 225.00  
SURF CLUB ..... 300.00  
MIGHTY MIKE ..... Write  
Cleanest Games You've Ever Seen!  
1/2 down—the rest "SIGHT DRAFT."  
Ask for Ben Mackie or Harold Hoffman.  
3726 Kesson Ave., Cincinnati 11, O.  
Phone: MONTana 1-5004

**MUST LIQUIDATE OUR INVENTORY**  
Write for List  
NO REASONABLE OFFER REFUSED  
**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

GIVE TO DAMON RUNYON CANCER FUND

**ARLO Super-Locks**  
INTRODUCE THEIR OWN LOCK SYSTEM  
Super Safe, Super Convenient, Super Economical.  
Close-up of Super-Lock cylinder, removed from padlock case. Special withdrawal key at right.  
The special withdrawal key is used to remove and reinsert Super-Lock cylinders when changing lock combinations.  
Regular Super-Lock key has round shank—is resettable—just like the lock cylinder.  
Here is a lock that not only gives far better protection against ordinary lock hazards (like picking and forcing), but introduces a whole new dimension in lock security.  
Now, for the first time, you yourself can reset both your lock and key combination—anytime you wish—right on the spot.  
Moreover, keys to ARLO Super-Lock absolutely cannot be duplicated like other keys. If an ARLO Super-Lock key is lost or stolen, you never need to choose between the safety of your property or the expense of lock replacement. Just reset to one of more than 64,000 combinations and your Super-Lock is safe as new.  
To enjoy Peace-of-Mind security, write us today!  
**ARLO LOCK CORP.**  
5435 State Line Ave., Hammond, Ind.  
Successor to the Deutsch Lock Company, former manufacturer of the "Nix-Pix" lock.

## FOR SALE—WURLITZERS

10 1100 @ ...\$110.00 Ea. | 5 1400 @ ...\$275.00 Ea. | 10 1500 @ ...\$295.00 Ea.

## BINGOS

3 Yacht Clubs @ .....	\$125.00 Ea.	6 Palm Springs @ .....	\$225.00 Ea.
2 Dude Ranches @ .....	200.00 Ea.	2 Surf Clubs @ .....	245.00 Ea.
2 Ice Frolics @ .....	220.00 Ea.	1 Tropic @ .....	125.00

## COIN MACHINE SERVICE, INC.

Rock-Ola Distributors for Northern California  
422 WILSON STREET Phone: Santa Rosa 3713 SANTA ROSA, CALIFORNIAMr. Operator of  
METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION!

By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuilt Typers, using genuine SMT parts.

STANDARD METAL TYPER CO.  
1318 N. Western Ave. Chicago 22, Ill.

HERE IT IS! The New Edition!

WICO'S  
1956 CATALOGA GOLDMINE OF INFORMATION  
AND KNOWLEDGECOIN MACHINE  
PARTS & SUPPLIES

CLIP and MAIL TODAY!

**WICO CORPORATION**  
2913 N. Pulaski Rd., Chicago 41, Ill.

Gentlemen: Please rush WICO 1956 Catalog. No obligation.

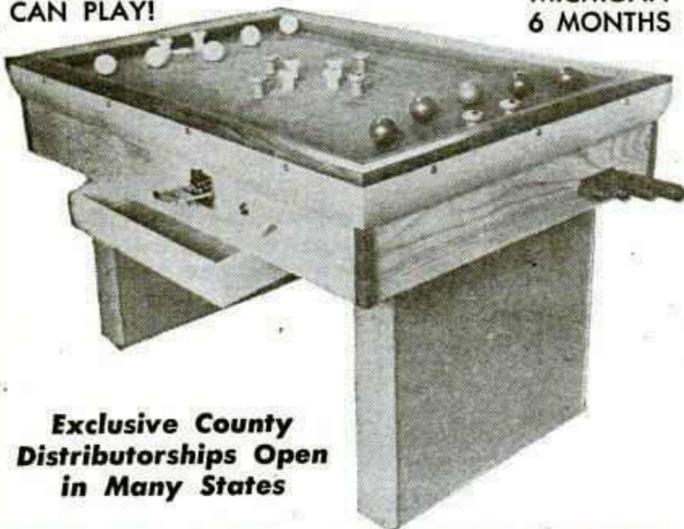
Name..... Title.....  
Firm Name.....  
Address.....  
City.....Zone.....State.....

THIS FAMOUS CATALOG FREE!

JUST OFF THE PRESS

FIRST WITH SEVEN HI POOL TABLE...  
FIRST WITH DOUBLE DOUBLE POOL TABLE...  
AND NOWEDOLITE'S TEN HI  
TWO HOLE-BUMPER POOL

Best Steady Money Maker

2 or 4  
CAN PLAY!TESTED IN  
MICHIGAN  
6 MONTHSExclusive County  
Distributorships Open  
in Many States

## EDOLITE PRODUCTS

(Formerly Edelco Mfg. Co.)

123 CADILLAC SQ., DETROIT, MICH.  
OFFICE: 3717 THIRD AVE.,  
DETROIT, MICH.Tel.: Woodward 2-8547 or  
Temple 2-1498  
(For N. Y., N. J. or Conn., call  
Chickering 4-5100)Ops Diversifying in Plants  
Big Future: Midwest Mfrs.

By BILL MASLOWE

CHICAGO, Sept. 17.—The trend toward more complete and diversified service by industrial and business locations is the basis of the optimistic outlook of Midwest automatic vending machine manufacturers for greater sales in the coming year.

Several manufacturers—Bert Mills Corporation, St. Charles, Ill.; Fred Hebel Corporation, Addison, Ill.; J. H. Keeney and Company, Inc., and Cole Products Corporation, Chicago—reported they have stepped up production.

Component parts manufacturers disclosed they are writing more and larger orders for vending machines than before, and factoring companies disclose operators' installment buying is on the upgrade.

Sales for the first eight months this year, manufacturers stated, rose from slight increases to 25 to 50 per cent over those of 1954.

## Add New Venders

Thruout the Midwest, companies that formerly made only one type of vender have, or are planning to produce, several additional machines to handle other foods.

"There will be an entirely new line of food venders introduced this fall and winter," Herb Chadwick, vice-president of Bert Mills, declared. "Industry and office building locations are demanding a more

complete and larger coverage, and that by only one operator."

There was the unanimous agreement that major improvements in automatic merchandisers made great strides in winning vast public acceptance in recent years.

In explaining Keeney's plans to expand production to include additional food venders, Paul Huebsch, said:

"The food vending business has become more stabilized and has built a solid foundation of appeal that has made the demand for its service an economic must in every phase of business."

## Lower Price Tags

Since coming out with a new, low-priced line of multiple cup venders for food and beverages, Richard L. Cole, vice-president, Cole Products Corporation, announced:

"Unit-wise we are shipping more venders than ever before. However, the gross dollar volume is not in proportion due to lower prices."

Cole anticipates an even greater sale in 1956 than the 50 per cent increase that followed the production of the low-priced machine earlier this year, permitting operators to expand over-all services.

Fred Hebel, head of his own firm which manufactures ice cream venders, reported sales 25 per cent in advance of last year's orders, since bringing out a three-flavor machine in addition to the firm's five-flavor unit.

"Locations are demanding ice cream coverage," Hebel said, "and many operators could not afford

high-priced machines. So to meet the demand, we brought out the smaller unit, which increased sales thruout the entire industry."

## New Lines

As to new machines, Chadwick disclosed Bert Mills will introduce a three combination vender that will serve soup and coffee, and also can be converted, without additional cost, to handle concentrated juices in hot weather.

Chadwick said Bert Mills has greatly enlarged its facilities to where it can step up production six times greater than last year.

As others, he predicted, manufacturers will bring out entirely new lines of equipment suited to handle new food items now being developed in the food field.

A. E. Lafferty, assistant vice-president of Walter E. Heller & Company, a commercial financing firm, stated:

"Prospects for future coin-operated equipment sales look very promising. We believe the vending industry is now in its infancy, and promises a remarkable expansion next year and for years to come."

He pointed out that a realistic depreciation method, together with adequate financing thru financial firms that understand the operator's problems, has enabled a large number of newcomers to make remarkable progress during the past year or two.

Credit of operators, manufacturers reported, is at an all-time high, with the economic trend indicating installment buying may be curtailed slightly by increased interest rates.

## Detroit Area

Continued from page 71

State picture where some types of games are permitted. Manufacture of pool games by Edolite Products Company is centered here, but none are sold in this area. Henry Solomon of this firm reports that the pool units are selling well in many areas, especially in the East—notably New York and Pennsylvania. In up-State Michigan, the good areas are around Alpena, Flint, Grand Rapids and Kalamazoo, and to some extent in resort areas generally.

"For the next four months we expect it to become stronger yet," Solomon said. "It started very slow and is building up." Shuffle game conversion units, which this firm also manufactures, are still going well across the country, but the volume of sales is low in Michigan itself.

## Vending Volume Up

In the vending field, there has been a steady growth, stimulated largely by the introduction of the new coffee machines. As a result, total volume is estimated to be up by 20 per cent for the past eight months, compared to 1954, with anticipation of further steady growth. The staple lines, candy and cigarettes, suffered in the summer slump, and appear to be just about even with last year's volume on the year to date. Growth has occurred largely in the coffee and soft drink fields. Operators are putting in much new equipment, being forced to do this by competition.

The credit picture appears to be sound to financing sources generally in this area. Apparently none feels that it is time to impose fresh restrictions.

## Juke Box Credit

Contract for no down payment and up to 30 months are generally available in the juke box field. Distributors in the games field are reported keeping accounts on a solid 30-day basis, while operators are making payments on time and the situation seems to be very sound.

In the vending field, no important increase in the volume of credit outstanding thru local sources is evident, but it is probable that it has increased by direct sales.

In the vending field average terms now appear to be 15 per cent down, and 18 months, with up to 24 months available. A year ago, the terms were generally 25 per cent down and 18 months. Conditions in this field appear to be especially healthy.

## Progress, Unity the Key

Continued from page 71

creating new items to attract the interest of children and adults by giving full value thru quality merchandise.

There is no apathy in the vending industry. To the contrary, new items are constantly being brought to the market, and new interests are continually being created in potential customers.

## Promotion-Minded

Tied in with this has been better merchandising methods; more efficient machines; attractive displays; greater diversification; better advertising of products, and a greater variety of commodities in order to reach the maximum consumer market.

NVA membership consist of hundreds of thousands of small American businessmen seeking to earn a reasonable profit on their investments.

They are an integral part of every community, participating in civic and charitable activities. They are interested in building good will for their business, which is passed down to sons or family with pride. They are not interested in the "fast" dollar profit.

## Bright Future

As small businessmen, members provide work for thousands who have also become valuable lines in the economic chain, which in turn helps to build the sound economy with our nation.

NVA is acutely aware of conditions, trends and rapid changes. It, too, is growing with the industry, dedicated to building a more secure and better industry and thru unity and co-operation of operators, it has rapidly developed into the representative voice of the industry.

The future of the National Vendors Association can be viewed with real optimism, because each year finds its base broadening into the "grass roots" area of the country.

The biggest problem facing the future of members and the association in general is taxation.

In most instances this issue becomes difficult because of the misunderstandings and misconceptions possessed by those who have the power to enact legislation or ordinances.

They are the victims of honest

mistakes and misinformation.

Seeking revenue for their own communities or State, they have been led to believe each machine represents a large potential profit to the operator.

The NVA has learned from experience that so long as these officials are making honest mistakes, or motivated in what they do by a lack of facts of the industry, they can be reasoned with, corrected, and their sympathy obtained thru presentation of the truth. In these instances, circumstances have been completely reversed, and a reasonable agreement made.

## Obtain Results

However, this can be accomplished only thru alertness of every operator. The moment a rumor develops indicating a possibility of a new tax program relating to the vending industry, members should contact NVA immediately for guidance and assistance.

Research and survey material compiled by the association should be presented to members of the taxing body in order that they can secure a realistic picture of the operator's profit on each machine.

For these reasons, the National Vendors Association issues bulletins, and most important, holds national conventions in Chicago at which time all phases of the industry gather together to discuss its business.

Rock-Ola, Distribs  
Ready Op Premium

CHICAGO, Sept. 17.—The Rock-Ola Manufacturing Corporation and its distributors are preparing a new advertising premium to be given to operators.

A plastic pocket-saver, to protect shirt pockets from pencil marks and excess wear, has been prepared for distributors by Rock-Ola, Wayne Bradfield, sales promotion manager, said. The pocket-saver is colored green and black, with the names of Rock-Ola and the distributor imprinted across the top.

Distributors will handle operator distribution of the premium, Bradfield said.

### Pa. Ops Up Cig Price; Flood Tax

HARRISBURG, Pa., Sept. 17.—Cigarette vending machine operators in Pennsylvania are converting their units to take 30 cents, effective October 1, when a 1-cent hike in State cigarette taxes goes into effect.

The higher tax was rushed thru the Legislature as a flood relief financing measure. It boosts the State levy from 4 to 5 cents and makes the 25-cent pack history.

The new tax is scheduled to expire May 31, 1957, but legislators predict that like most "emergency" taxes it will be re-enacted.

Meantime, vending machine operators say the machine price will go from 25 to 27 cents because only three pennies change can be fitted under the cellophane wrapper.

King size packs now vending for 27 cents will probably go to 28 cents.

Sidney Coplin, Harrisburg vending machine operator, said: "It's impossible to refund 4 cents a pack on standard-size pack of cigarettes. So the price will end up at 27 cents when a customer puts 30 cents into the machine."

## Tobacco Jobber Has Minor Role In Cigar Vending, Survey Shows

### Diversified Op Can Pick Brands, But Jobber Must Push Franchised Lines

NEW YORK, Sept. 17.—According to a comprehensive cigar distribution report issued this week by the National Association of Tobacco Distributors, vending machines account for only 1 per cent of the cigar sales transacted by tobacco wholesalers.

However, this report is being interpreted in many quarters as a sign of strength of the diversified vending operators, rather than an indication of weakness of the cigar vending industry as a whole.

The reason, as explained by Martin Berger, president of the Cigaromat Corporation of America, manufacturer of cigar vending machines, is simply that the diversified operator has a free rein in selecting vending brands, while the tobacco wholesaler must push the brands he represents.

#### Vending Survey

In contrast to the bleak figure

shown in the NATD survey, the 1955 survey of Vend magazine shows that 31,500 cigar machines were in operation during 1954, an increase of 3,500 over the previous year.

Actually, the two surveys can be reconciled. While tobacco jobbers operate more than 50 per cent of all cigarette venders, they operate only a small fraction of cigar venders.

The jobber generally handles all brands of cigarettes, and in stocking the venders is able to select the brands which he feels will sell best on his stops. He is in a better competitive position than the non-jobbing vending operator because he can buy at a lesser price.

#### Brand Promotion

The same situation does not exist in cigars. Many tobacco jobbers handle certain cigar lines on exclusive basis. Thus, if Brand A is the top seller in a given area, and the local jobber handles Brand B, the jobber will stock his machines with Brand B. To do otherwise would be to build up strength for a rival line. Thus, the jobber must sacrifice vending machine profit for brand promotion.

On the other hand, the non-jobbing operator is bound by no such restrictions. If Brand A sells best, he stocks that brand on a one-column machine. If Brand B sales account for a third of the market, he can stock two columns of A and a column of Brand B on a three-column machine. On a six-column machine, he can give nearly complete selectivity.

Here's the vending breakdown on the vending portion of the NATD survey: 19 operators (4.9 per cent) said they operate cigar machines; 281 operators (73 per cent) said they didn't; 85 operators (22.1 per cent) did not answer.

#### 158 Machines

The 19 operators had 158 machines on location, an average of about eight to an operator. The replies on the vending questionnaire include the following statements, which NATD considered representative:

"We have often thought of cigar vending machines, but frankly, we have never been sold on it. We

think it might be good for franchised brands, but I can't find anyone who can demonstrate that they are practical or moneymakers."

"We tried it, but the few machines we have are now out of action . . . it just didn't pay to keep them on location."

"With a sensibly planned machine we would, but we haven't seen it yet."

"We keep a few on location, but only because we bought them and might as well use them. We have yet to make money on them."

"They give us a little extra distribution in a few industrial locations, but that's about all."

#### Jobber Not Factor

The survey would indicate that the tobacco jobber is not much of a factor in the vending end of the trade. It would require a major change in the tobacco distribution system, and a virtual elimination of the exclusive cigar franchise, for the jobber to play a major role in vending. Meanwhile, the non-jobber seems to be doing all right in cigar vending.

The NATD survey was culled from 385 firms, selected on the basis of geographic location, territory serviced, community size, consumer income level and the distributor's sales volume. More than 1,000 questionnaires were sent out.

The survey showed that the dime cigar represents 41 per cent of the retailer's cigar business, while the nickel cigar accounts for 38 per cent of such sales.

#### Breakdown

Cigar stands account for 16 per cent of the business, independent food stores 17 per cent, chain-supermarkets 4 per cent, drugstores 22 per cent, restaurants 9 per cent, bars and grills 20 per cent, and vending machines 1 per cent.

The survey disclosed that the average tobacco distributor has an average of 358,820 cigars in inventory, with an average value of \$30,050 and that the favorite type cigar is the domestic long filler, which accounts for 47 per cent of sales.

Only 5 per cent of the wholesalers operate cigar vending machines, according to the NATD figures.

## Distributor Growth Needed

• Continued from page 70

ing deals with factories on a franchise basis. The distributor now had a little more money. He rented a larger store. He added a bookkeeper and a mechanic to his payroll.

#### Distributors' Progress

Here was the real beginning. From a small rented store, the distributor gradually enlarged his services. Step-by-step he grew. He kept pace with the manufacturers' desire for more sales, and the operators' needs for more new equipment.

From a \$37 pinball game and a \$219 automatic phonograph—times and conditions have changed both the physical character of novelty amusement games, and automatic phonographs to the present status.

From a novelty pinball game with a few nails or pins, we now have amusement games with miles of wiring, and the latest electronic gadgets that do everything but talk.

From a 10-record automatic phonograph, we have grown to a 200-selection job, and the phonograph of today incorporates every conceivable gadget to give the public better selection and sound.

#### Today's Look

Everyone recognizes the present day set-up of distributors. In order to meet the requirements of his customers, he has kept pace by creating huge repair shops and warehouses.

In order to display his merchandise, he has installed beautiful showrooms. To keep his customers' machines in good condition, he has installed parts departments. Fleets of cars and trucks today bring instant delivery of equipment and parts to operators.

Salesmen continually travel the territory, with huge office forces handling the immense paper work involved. Accountants today arrange credit; short term notes; long term notes; deals with banks and finance companies; so that proper credit is given to operators to handle new equipment.

In order to satisfy the operator's demand for top service, the distributor has enlarged and expanded every possible department in his enterprise.

Operators throughout the nation have formed local associations to help in the betterment of their con-

ditions. It is a step in the right direction.

#### Association Need

Just as necessary and important are distributor associations. Just as operators have problems that need solving, so do distributors.

The National Coin Machine Distributors' Association was originally formed to solve distributor problems. In 1948 an auspicious start was made. Some benefits were secured.

By 1951, the managing leadership was such that it did not grasp the fundamental nature of this difficult business, and henceforth the association lay dormant.

#### Reactivation

It was not until May, 1955, that the association became reactivated. Under the present leadership, with an experienced coin machine man at its helm, NCMDA in a few short months has started to lay the foundation that will eventually have the complete co-operation of every franchised distributor.

Thru a semi-monthly publication, a report is given on current conditions and anticipated future problems. The next general meeting of NCMDA November 6, at the Morrison Hotel, Chicago, will be one of the largest ever held.

As to the future outlook for the distributor?

#### Future Outlook

One thing is sure. He will constantly keep pace with the needs of customers. It is believed by many that this industry is headed for a new trend. If that be the case, we shall see the distributor continue to enlarge his facilities to meeting the situation.

Manufacturers are starting to introduce simpler mechanisms into games that will be sold at greatly reduced prices. New games are now in process of being materialized that will be radically different from our current games.

Many manufacturers will control production, thus enabling distributors and operators to better calculate their needs for a more profitable operation.

The introduction of the 200-selection phonograph will necessitate distributors to widen their horizons for educating operators, location owners, and the public to this new trend in merchandising music for the masses.

Many distributors contemplate adding new vending units—coffee, milk, ice cream, sandwiches, soft drinks, etc.

The NAMA convention to be held shortly promises to be interesting, and distributors will be looking over many new products.

No difficulty is foreseen at present that will prevent distributors from continuing to expand to meet operator demands. This fall and winter will see new coin-operated machines that will open up new frontiers.

## Philip Morris Preems Red, White, Gold Pack

NEW YORK, Sept. 17.—Philip Morris, Inc., initiates its third major packaging change Tuesday (20) when the new red, white and gold pack replaces the traditional brown package in the nation's vending machines and in 1,300,000 outlets where cigarettes are sold in the United States.

First move was in February, when national distribution of PM's filtered Marlboros in the flip-top, crush-proof box was started. In July, the firm introduced its new tear-tab on both regular and king-size Parliament packages.

The new PM pack was developed by a team headed by George Weissman, vice-president, assisted

by John R. Latham, brand manager, and Egmont Arens, designer. Two years of consumer research by the company and five outside organizations went into the design.

#### Newspaper Ads

To exploit the package change, Philip Morris will use daily newspaper advertising for the first time since mid-1954. The 1,500-line, and full-page full color ads will be based on the theme, "Pardon Us While We Change Our Dress."

Vending machine sales were a major consideration in the development of the new package. On impulse purchasing, the PM group felt that the old brown package, while distinctive, was not highly legible and had poor visibility as compared with its competitors.

The new pack, with a stark white background and the red oval framing the Philip Morris brand name, and the thin gold tracer lines, figure to pick up more impulse sales in automatic merchandising.

### Fair Trade Law Talk Slated for Ind. Meet

INDIANAPOLIS, Sept. 17.—Cigarette and candy vending operators will attend the eighth annual convention and merchandising fair of the Indiana Tobacco and Candy Distributors Association September 29 thru October 1, at the Claypool Hotel.

Status of Indiana's Fair Trade Law, ruled unconstitutional by an Indianapolis court in July, will be discussed by John W. Anderson, president, American Fair Trade Council. An appeal for a review of the decision had been made to the State Supreme Court.

### Opens New Offices

DALLAS, Sept. 17.—The Dobson Canteen Vending Service, Inc. opened new office and warehouse headquarters at 8908 Sovereign Row in the new Brook Hollow industrial district here yesterday, Joe and Jim Dobson, announced.

### WANTED—ROADMAN

Calling on Coin Machine Distributors and Operators.

MARVEL MFG. CO.  
2845 W. Fullerton Chicago 47, Ill.  
Tel.: Dickens 2-2424

### COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

#### ELECTRONIC INDUSTRIES

P. O. Box 2008 Mesa, Arizona

### THE BEST NEW and RECONDITIONED GAMES —ANYWHERE!

- UNITED DELUXE SHUFFLE ..... \$ 55
- UNITED 10TH FRAME STARS ..... 75
- UNITED CASCADE ..... 90
- UNITED CLASSIC ..... 115
- CHICAGO COIN CROWN BOWLER ..... 95
- CHICAGO COIN DOUBLE SCORE ..... 85
- GENCO SHUFFLE POOL ..... 90
- GENCO SKY GUNNER ..... 90
- BALLY PALM BEACH ..... 85
- BALLY BEACH CLUB ..... 160
- BALLY DUDE RANCH ..... 220
- BALLY PALM SPRINGS ..... 230
- BALLY HI FI ..... 230
- BALLY ICE FROLICHS ..... 230

Write for Complete List. New—Used.  
IRV OVITZ  
ACME-INTERNATIONAL DISTRIBUTORS  
3643-45 W. Montrose Chicago 18, Ill.  
Cornelia 7-7272

### NOW DELIVERING EXHIBIT'S SENSATIONAL SKILL POOL

- Bull's Eye Target Pistol, new \$100.00
- Exhibit Space Gun, new ..... 175.00
- Exhibit Western Gun, new ..... 175.00
- Seeburg Coon Hunt, new ..... 285.00
- Williams Jet Fighter, new ..... 275.00
- Air Hockey, Air Football, new 325.00
- Genco Basketball 2 Player, new ..... 295.00
- Set Shot Basketball, new ..... 345.00
- Grandmother, new ..... Write
- Williams Sidewalk Engineer, new ..... Write
- Exhibit "500" Gun ..... \$395.00
- Exhibit Shooting Gallery ..... 195.00
- Exhibit Star Shooting Gallery ..... 245.00
- Genco Night Fighter ..... 195.00
- Williams Polar Hunt Gun ..... 305.00
- Williams Safari Gun ..... 350.00
- Large 300 illus. 1955 Catalog and Supplement FREE.

**MIKE MUNYER**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. Bryant 9-6677  
43 YEARS SERVICE • EST. 1912

### MAKE US AN OFFER

#### CHICAGO COIN BOWLERS

- 9' Gold Cup (FP) Crown
- 10th Frame Double Score
- 6-Player Bowling Alley

#### United BOWLERS

- Royal, Imperial, Cascade

HIGHEST CASH PRICES PAID FOR Big Time, Gayety, Variety

#### T&L Distributing Company

1663 CENTRAL PKWY.  
CINCINNATI 14, O.  
Phone: MA 1-8751

### ATTENTION!

N. Illinois and Iowa Operators!

It's Gottlieb's!

It's the Greatest!

### WISHING WELL

We're Delivering Now!

#### Sensational New

### BUMPER POOL

Immediate Delivery!

### Reconditioned Buys! 5-BALLS

- SUPER JUMBO ..... \$325
- DELUXE DUETTE ..... 265
- SLUGGIN' CHAMP ..... 250
- GOLD STAR ..... 190
- DRAGONETTE ..... 180
- HAWAIIAN BEAUTY ..... 160
- JOCKEY CLUB ..... 155
- MYSTIC MARVEL ..... 145
- LOVELY LUCY ..... 135
- GREEN PASTURES ..... 135
- PINWHEEL ..... 130
- SHINDIG ..... 130
- MARBLE QUEEN ..... 115
- QUEEN OF HEARTS ..... 95
- CORONATION ..... 90

### WANT TO BUY! GOTTLIEB 5-BALLS

TOP DOLLAR—CASH OR TRADE

Write for Complete List, All Types of Games

**NATIONAL Coin Machine Exchange**  
1411-13 Diversey Blvd. Chicago 14  
Phone: BUCKingham 1-6466

YOUR NAME  
ADDRESS

**CANCER**  
% YOUR LOCAL  
POST OFFICE

Give to the  
**AMERICAN CANCER SOCIETY**

## Launch Op Showings Of New Seeburg Line

200-Selection Model Lists at \$1,195; Restyled 100 Sports \$1,095 Price Tag

CHICAGO, Sept. 17.—Operator showings of the new Seeburg 100 and 200-selection phonograph models, the 100-J and the V-200, will get under way in at least 46 cities throught the country next week.

What operators will see is an all new Seeburg line: A restyled 100-selection phonograph; a completely new 200-selection phonograph, featuring a dual music and pricing system; a 200-selection wall box, and other auxiliary equipment (see The Billboard, September 17, for complete descriptions of new models).

Until this week, Seeburg officials remained silent on the price of the new models. Last Thursday, however, the firm announced the V-200 listed at \$1,195, the 100-J at \$1,095.

Unlike previous Seeburg showings, which normally last for two days, this year's showings are scheduled to run from three to five days depending upon starting dates. A few distributors will get their shows rolling tomorrow morning, altho the majority are slated for Monday, others have scheduled

Tuesday and Wednesday unveilings.

A few of the key cities where showings are being held, and the dates scheduled, are as follows: San Francisco and Dallas operators will have the opportunity of viewing the new models Sunday, September 18; Chicago, Milwaukee and Memphis showings are slated to open Monday, September 19; an operator open house will be held in Boston on Tuesday, and New York operators will be invited to attend the showing next Wednesday.

Seeburg officials said that distributor deliveries were being completed today, that each distributor was prepared to show the entire line.

## Abandon Dime Play Move in Indianapolis

INDIANAPOLIS, Sept. 17.—Less than six weeks after 70 per cent of local music operators indicated their willingness to abandon nickel play, dime conversions suddenly collapsed in Indianapolis.

"Doubt" was the one word offered by operators and distributors alike in explaining the fiasco which followed a very promising beginning in the upward switch; doubt of customer acceptance to the increase in price; doubt of location owner co-operation; doubt of continued increased collections, and doubt of the future credit picture.

Operators and distributors said coin chutes, previously converted to accept the increase in price, were being reconverted for nickel play this week. They said Indianapolis (Continued on page 98)

## '56 PHONO OUTLOOK

# Trade Headed for Stiff Competition

• Continued from page 1

than last year; all distributors reported credit at record levels, longer time payments, many with no money down.

The majority of distributors in the big cities on both the West and East coasts and in the Middle West reported sales over last year, more credit and easier terms, ranging from 12 months to as high as 36 months.

Hank Tronick, general manager of Minthorne Music, Los Angeles, said sales increased 15 per cent over last year, with the amount of paper held going up about 10 per cent. Mike Savio, head of Draco Sales Company, Denver, reports that sales jumped 20 per cent for

the first eight months, with credit keeping pace.

In Detroit several independent finance firms are going after the juke box market. Contracts for no down payment and up to 30 months are generally available, with the expectation that 36 months will soon be offered. A year ago, the best appeared to be 18 months.

### '54 Sales Boom

Dan Stewart, Dan Stewart Company, Salt Lake City, says sales are up 20 per cent over last year. "We look for a good fall, and business next year should be at the same high level," Stewart said.

In Milwaukee all distributors reported business up as high as 25 to 30 per cent over last year to date. Harry Jacobs Jr., United, Inc., declared: "This has been the best year in our company's history." Sam Cooper, who heads Paster Distributing Company, said: "Music sales could hardly have been better." Carl Happel, Badger Novelty Company, said: "We're doing 15 to 20 per cent more volume than we expected." (For complete accounts from distributors across the country, see separate stories.)

Operators polled generally confirm a relatively heavy buying year, with gross takes increasing and net either standing still or increasing only slightly (see separate stories from operators elsewhere in this section).

## 4 CMMA Groups Sked Meetings Within 2 Weeks

OAKLAND, Calif., Sept. 17.—Four divisions of the California Music Merchants Association have scheduled meetings within the next two weeks, George A. Miller, president of CMMA, announced this week.

The Long Beach division will hold its meeting Monday, September 19; the Los Angeles division will meet on Tuesday, September 20, at its local association offices; the Merced division will meet on the following Monday, September 26, and the Oakland division will meet at CMMA headquarters on Wednesday, September 28.

Miller said that he expected to attend all four meetings.

## AMI Introduces New Model G Phono Line at Distrib Meet

GRAND RAPIDS, Mich., Sept. 17.—AMI, Inc., this week introduced its new Model G phonograph line to its distributors.

A two-tone color scheme and a new high-fidelity speaker arrangement featured across the top of the cabinet immediately distinguish the Model G from any previous AMI model.

The "G" is available in three models, 40, 80 and 120 selections and in eight various colors. Other changes in the new line include a new metalized backdrop and side trim, a wider front grille, larger selection numbers and an illuminated coin chute indicator.

## 6th Conn. Op Fete Skedded

HARTFORD, Conn., Sept. 17.—The Music Operators of Connecticut will hold its sixth annual banquet next January, it was announced here this week.

President of the association, formerly known as the Connecticut Coin Machine Association, is James Tolisano, who is also an executive officer of Music Operators of America. Tolisano will represent local operators at the MOA executive meeting in Chicago next November.

While AMI officials declined to comment on the price of the new model, it was expected to be slightly higher than the Model F.

### Sked Op Showings

Operator showings of the new line are expected to get under way next Saturday or Sunday (24-25), altho some distributors reported that they would postpone the showings until the following week.

Colors available in the Model G are embered charcoal, bright sand, atoll coral, chartreuse green, canary yellow, deft blue, cherry red and an all new color, night-sky black. All of the colors are flecked with gold and each is accented by oyster white coloring on the service door and the trim skirt.

The new 120-selection model

measures 62½ inches high, 36 9/16 inches wide and 26 5/16 inches deep. Net weight is 330 pounds.

The 40 and 80-selection models are 61¼ inches high, 32¾ inches wide and 26 5/16 inches deep. Net weight of the G-40 is 277 pounds, the G-80 306 pounds.

All three models feature AMI's multi-horn system. The high frequency horn, formerly concealed behind a panel just above the title strips, has been set on the top of the cabinet and used to advantage in the design of the line. The high frequency horn is hinged and may be opened from the inside for easy access.

The folded bass horn was placed beneath the record mechanism and forces the sound out of the bottom of the machine.

## MOA to Air Weekly Show on ABC Radio

• Continued from page 11

regional disks will be chosen from the pop, rhythm and blues, and country and western fields, with the MOA execs' panel expected to appear on the program on a rotating basis.

Talent interviews will be slated later, and Diaz and the MOA also hope to work out some kind of special teen-age disk favorite seg for the show.

Meanwhile, Denver and Sidney Levine, counsel of the MOA, are scheduled to confer with Miller on plans for the ABC show the weekend of October 8. Both Denver and Levine are members of the MOA advisory committee for the series.

Miller will be in New York next month to attend the annual MONY banquet, which will be held October 8 in the Grand Ballroom of the Waldorf-Astoria Hotel. ABC deejay star Martin Block will emcee a special hour-long show over the

network that night from the ballroom, marking the second year the web has carried the MONY affair.

In conferences following the MONY dinner, Miller, Levine and Denver will also discuss a public relations program for the industry, the American Society of Composers, Authors and Publishers legislation problem and the third performing society.



JOINING IN TO GREET operators and guests at the United Music Operators of Michigan's first anniversary party were, left to right, Roy Small, UMO conciliator; Lillian Briggs, Epic Records artist and guest vocalist, and Bob Maxwell, WWJ-TV deejay.

## Expect 1,000 At N. Y. Juke Dance Oct. 8

NEW YORK, Sept. 17.—A record turnout of 1,000 is expected at the annual dinner dance of the Music Operators of New York, scheduled October 8 at the grand ballroom of the Waldorf-Astoria Hotel.

According to Al Denver, MONY (Continued on page 80)

## MMOA Meeting Renewed; Sked Member Drive

BOSTON, Sept. 17.—The Massachusetts Music Operators' Association, following a summer recess, held its first meeting of the season last week at the Hotel Beaconsfield in nearby Brookline, with plans for an all-out membership drive keying the event.

Other business at the meeting was devoted to organizational planning and preparations for adopting a constitution and bylaws.

Dave Baker, association president and head of Melo-Tone Music, read a number of letters from affiliates of the Cerebral Palsy group thanking MMOA for its contribution of \$9,100 in the campaign.

Future meetings were slated for the second Thursday of every month at the Beaconsfield.

## UMO Stages Birthday Pow-Wow at Sept. Meet

DETROIT, Sept. 17.—The United Music Operators of Michigan celebrated its first anniversary with a surprise party at the Fort Wayne Hotel here last week.

A nine-act vaudeville bill included three professional acts, three

amateur groups and three disk jockeys.

Main business at the September meet revolved about plans to purchase or erect a UMO clubhouse, and establishment of a one-stop record service to be operated by the association (see separate story).

The entertainment was emceed by Bob Maxwell, WWJ-TV deejay, assisted by Larry Gentile, of WXYZ-FM. On the bill was Lillian Briggs, Epic recording artist; Sonny Graham, Miss Juke Box of 1955; Marie De Carlo Trio, courtesy of Minute Show Bar; vocalist Phyllis Fox, Lou Edwards Productions; Starlets, Americana Studio, and the Belver Deres Quartet.

The last three acts were amateurs selected as finalists in the talent contest sponsored by the UMO and being given television opportunities on Maxwell's TV show, UMO sponsoring them.

Arrangements for the entertainment bill were handled by Roy Small, UMO conciliator, and Sonny Sears, office secretary, with sound equipment furnished by Anthony Syracuse, of Circle Music Company.

## Service Schools At AMI Plant to Resume October 21

GRAND RAPIDS, Mich., Sept. 17.—AMI, Inc., will resume its factory service schools on October 21, it was announced this week.

The schools, conducted by AMI service engineers and headed by Al Mason, are week-long service sessions designed to teach men who already know the fundamentals of a phonograph mechanism.

The school is open to all operators and distributors, and their servicemen. Information regarding the classes can be obtained by writing to Al Mason at AMI, Grand Rapids.

# THE WURLITZER 1800



**WINS** THE TOP LOCATIONS



**WOWS** LOCATION GOERS



**WORKS** WITHOUT INTERRUPTION

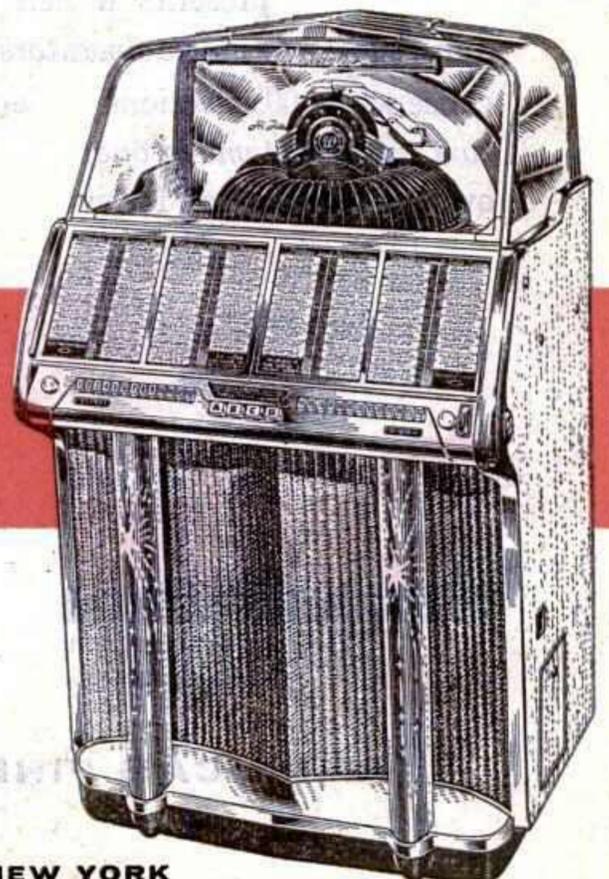
**RESULT?**

## IT OUTEARNNS ALL OTHERS !

See it—Hear it—Buy it  
at your Wurlitzer Distributor

*Wurlitzer 1800*

**THE YEAR'S TOP PHONOGRAPH**  
IN BEAUTY - IN TONE - IN EARNINGS



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK  
Established 1856

# SEEBURG

**NOW!**

**200 SELECTIONS**

The new Seeburg Select-O-Matic "200" is the world's first—and only—music system to play 200 selections! This great Seeburg development presents a *new horizon of opportunity to music operators*. That's because with 200 selections you actually have *two music systems in one!* Now, more than ever, there's "music for everyone."

**NOW!**

**THE WORLD'S FIRST  
DUAL MUSIC SYSTEM**

Two music systems in one! Now you can take complete advantage of current trends in the recording industry because the Select-O-Matic "200" permits you to program:

1. 50 single records—100 selections (one tune per selection) *with a separate credit system*
2. 50 Extended Play records—100 selections (two tunes per selection) *with a separate credit system*

Ask your Seeburg Distributor for the complete "SELLING TIME" story.

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

**AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS**

# is first again

## NOW!

### REVOLVING-DRUM PROGRAM SELECTOR!

The last word in proper programming! The new Revolving-Drum Program Selector clearly displays 40 selections under each of the five basic musical selections—a total of 200 selections. Once you try it, you'll agree that this kind of programming—made possible only by the world's first Dual Music System—is *the answer to modern music merchandising.*

## NOW!

### TORMAT MEMORY UNIT

A Seeburg engineering triumph, the new, exclusive selection system is equipped with a Tormat Memory Unit. Each of the 200 selections is controlled by a tiny Toroid.\* There are **NO MOVING PARTS** and the entire assembly is **PERMANENTLY SEALED** and **GUARANTEED FOR FIVE YEARS.**

\*This is the first commercial application of Toroids other than for "memories" of mammoth computing machines.

SEE THE GREAT, NEW

# Select-o-matic

AT YOUR SEEBURG DISTRIBUTOR

### Trimount Skeds 4 Seeburg Showings

BOSTON, Sept. 17.—The Trimount Automatic Sales Corporation, Seeburg distributors, has scheduled operator showings of the new Seeburg phonograph models in four Eastern cities.

Dave Bond, president of the firm, said that the first unveiling would be held at the company's main headquarters here, showing dates from September 20 to 23. Additional showings will be held in Providence, R. I.; Manchester, N. H., and one city in Maine, Bond said.

### MUZAK

## Background Ads Signal Field Open

CHICAGO, Sept. 17.—There's a big market for background music that Muzak, a leading supplier of background and functional music thruout the country, is going after with an advertising campaign.

The firm is running spot advertisements in leading newspapers, the latest being The Wall Street Journal, aimed at familiarizing management with the advantages of continuous music in factories and business offices.

The ads point out the work music relieves boredom of daily routine, increases production and cuts employee turnover.

## Southern Automatic To Show New AMI G In Five S. E. Cities

LOUISVILLE, Sept. 17.—Leo Weinberger, head of Southern Automatic Music Company, Inc., announced this week that operator showings of the new AMI Model G would be held by Southern Automatic in five Southeastern cities on September 24-25.

The showings will be staged in Louisville, Lexington, Ky.; Cincinnati and Indianapolis, where Southern Automatic has established offices, and in Evansville, Ind., at the offices of Carl J. Speis, 314 W. Columbia Avenue.

Weinberger said that operators from the Columbus, O., area would be requested to attend the Cincinnati showings. He cordially invited all operators, their servicemen and guests to attend the two-day showings.

## COINMEN YOU KNOW

### Chicago

By KEN KNAUF

NCMDA MEMBERS GET NEW STICKER. A colored sticker indicating membership in the National Coin Machine Distributors' Association was mailed to members this week. The sticker can be affixed to office doors. . . . H. F. (Pete) Maloy, sales manager, Mills Industries, made a 200-yard hole-in-one Sunday (11) on the first hole at Cog Hill Golf Course. . . . Ralph Sheffield, Genco Manufacturing & Sales Company, planned to leave over the weekend for Denver.

Art Weinand, Williams Manufacturing Company sales manager, was on a trip during the week to Des Moines, Oklahoma City and Memphis. . . . Vince Shay, Mickey Schaffer and Stanley Levin, All-State Coin Machine Exchange, report the new coin pool games going over good. . . . Alvin Gottlieb, D. Gottlieb & Company, had an exciting air trip last week when an engine on the two-engine airplane he was in went dead. Luckily, it occurred just after the take-off and the plane returned to the field in one piece.

The United Manufacturing Company annual golf banquet is scheduled for September 23 at the Highland House, Niles, Ill. Visitors at United during the week included Al Rodstein, Banner Specialty, Philadelphia; Tony Koupal and Charley Kagel, Central Distributing, St. Louis, and Jerry Becker, Central Distributing, Kansas City, Mo. Roadman Al Thoeke is currently out West, with John Casola down South.

Sam Wolberg, Chicago Coin co-head, returned from a short sales trip this week, while Sam Gensburg, other company chief, returned from visiting his family in Florida. Ed Levin is back from a trip to Houston and Dallas, where he visited with Joe Steele, Fred Troy and W. C. (Bill) Lynch, principals of Sportland Amusement Company, Houston; and with Abe Sussman, State Music, Dallas.

Dropping in at First Coin Machine Exchange were Ed Blumenfeld and James Lombarde, Michigan City, Ind.; Mr. and Mrs. John Cox, Davenport, Ia.; L. R. Carr, Macomb, Ill.; Mr. and Mrs. Ed Peters, Peoria, Ill.; Ruby Stoneking, Bushnell, Ill., and Glen Sears, Davenport, Ia. Joe Kline reports Skill Pool games going good, and phones continually on the ring. Wally Finke is back in town after his trip.

J. H. Keeney & Company sales representatives Bill Coan Jr. and (Continued on page 90)

**Seeburg \$59.50 Conversion**

**CONVERT NOW!**  
with the  
**NELSON MODERNIZATION KIT**

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation. Complete Kit, No Special Tools Needed. Takes Only One Hour.  
Clip and Mail This Coupon Today!

D. W. Price Corp., Mfrs., 11167 W. Pico Blvd., Los Angeles 64, Calif.  
1—1/2 deposit, balance C.O.D. 2—Check in advance, kit shipped prepaid. 3—KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**ATLAS EXTENSION SPEAKER**  
**COBRA-JECTOR CJ-30**

100% WEATHERPROOF & DEPENDABLE—summer or winter, all climates, from 30° below to 120° in the shade.  
EFFICIENT—from a whisper to a bellow.  
DIRECTIONAL—confines and directs sound to areas requiring coverage.  
FINE APPEARANCE—unobtrusive, blends in with all backgrounds.  
SIMPLE INSTALLATION—"easy-up," all-direction mounting bracket included.

**OPERATOR'S NET PRICE \$24.00** complete  
Direct or from your distributor.

Simple to attach to any amplifier. Universal weatherproof line matching transformer available. Model T-11, NET PRICE \$5.10.

**WRITE FOR COMPLETE SOUND CATALOG BB-55.**

**ATLAS SOUND CORP.** 1449 39th St., Brooklyn 18, N. Y.

**THE MARKET PLACE for the COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER  
Unless credit has been established.

**IMPORTANT INFORMATION**  
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
When using a Box Number in Care of The Billboard allow for 6 additional words.  
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO**

**Business Opportunities**

**COIN RADIOS AND TELEVISION**—BUY direct from manufacturer and save; steel cabinet, modern design, color rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ocb

**Help Wanted**

**FIRST CLASS AMP AND JUKE BOX MECHANIC**. Must know sound systems. Thoroughly experienced, steady work, best of pay. No floaters. Box M-143, c/o The Billboard, Cincinnati 22, O. se24

**Salesmen Experienced in Selling INTANGIBLES or FRANCHISES**

to sell a brand-new type of business. THIS IS NEW—NO COMPETITION—TOP COMMISSION.

We have many successful satisfied customers which may be verified by anyone, including prospects. Company sets up full operation for purchaser. You only sell. For full information on our program, you must give your complete sales history.

Write  
**Miller Distributing Company**  
Bank & Insurance Bldg.  
Dubuque, Iowa se24

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-nov26

**ALL FOR \$200**

PHOTOMATIC LPK 9  
10 Boxes CLEARING  
4 cans BLEACH  
945 Mutosnaps  
5 cans DEVELOPER A  
5 jars DEVELOPER B

Seeburg 148 ML Blonde & 41  
W-L 56 Bar Box . . . . . \$100.00  
Wurlitzer 1015, 1 219 Stepper, . . . . . 55.00  
2 3020 Bar Box . . . . . 95.00  
Rock-Ola 1428 . . . . . 39.50  
Rock-Ola 1422 . . . . . 22.50  
Pop Corn Set . . . . . 19.50

50% deposit with order, bal. C.O.D.  
**NORMAN STEVENS & CO.**  
401 S. Engineer Ave. Sedalia, Mo.  
SHIPMAN TRIPLEX STAMP MACHINES—Like new, \$29.50, Duplex, \$15. Folders, factory prices. Candy, peanut, jam and sanitary machines. U.S.P. 100 Grand Street, Waterbury 2, Conn. ocl

**VENDING MACHINES, PARTS, ALL SUPPLIES**, Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skips, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Fanned Candies, 1¢ Hersheys, 330 or 550 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used. Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. ocb

40 NORTHWESTERN MODEL 49 1/2 VENDERS, complete with ball gum and general merchandise wheel for each. \$5 each. Duke's Gum Vending Company, 54 Yeomans Ave., Charleston, S. C.

1955 SELECTOMATIC SEEBURG LIBRARY Units Lined Oak Cabinets. Model 200 LU-1p includes pre-amp diamond pick-up, \$460. Stapleton Music Co., 300 E. Walnut, Springfield, Mo. ocl

**Buyers' Guide**  
Continued from page 73

Schermack Products Corp., 1164 W. Baltimore Ave., Detroit 2  
J. Schoenbach, 1645 Bedford Ave., Brooklyn 25  
Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles 23  
United Precision Products, Inc., 57-25 58th Place, Maspeth, L. I., N. Y.

**Potato Chip Venders**

Hawkeye Novelty Co., 1754 E. Grand, Des Moines  
Wright Machinery Co., Corner of Holloway & Calvin Sts., Durham, N. C.

**Sandwich Venders**

Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.  
McCann's Engineering & Manufacturing Co., 430 W. Cypress St., Glendale 4, Calif.  
Rowe Manufacturing Co., Inc., 31 E. 17th St., New York 3  
The Jack Webb Corp., 12 E. Grand Ave., Chicago 10

**Pres Struve Named Jones Seattle Mgr.**

SAN FRANCISCO, Sept. 17.—The R. F. Jones Company, Seeburg distributors, has announced the appointment of Pres Struve, Jones salesman in Salt Lake City for the past three years, as manager of the firm's Seattle office.

At the same time the firm reported that a new sales representative, Bruce Greggs, has been added to fill the vacancy in the Salt Lake City office as a result of Struve's promotion.

Both men will begin their new duties immediately, said R. F. Jones, head of the firm.

**N. Y. Juke Dance**  
Continued from page 76

head, about 800 tickets have been sold to date. Vincent Lopez and his ork will provide music at the affair, while Noro Morales' ork will provide Latin rhythms.

Jay Jayson will act as emcee. Top recording talent will perform at the affair. The banquet will be aired over WABC here from 9:30 to 10:30.

**LET'S TALK ABOUT MONEY!!!!**  
Entirely New Dispenser

Top-flight manufacturers' agents wanted to represent Boston manufacturer of America's No. 1 counter-type electrically refrigerated drink dispenser in protected territories. Unit promotes high-dollar returns by increasing syrup and citrus juice drink sales from 100% to 700%. Jet Selling-Action guarantees results. Patented features permit convincing demonstrations with liberal trial-before-buy policy. Now selling to nation's leading brands and retail chains Woolworth, Howard Johnson, Union News, Kress, Canada Dry, Cross & Blackwell, Mission, etc. Sales made only through distributors and chains. National advertising campaign to be launched. Leads furnished.

Representatives wanted with background in vending, franchising or canvassing. Many restricted territories available in Southern States, West and Pacific Coast areas. Those selected will be given field training. Commissions payable monthly. Replies to include products presently handled, experience, average earnings and territories now covered. Mail to Jet Spray Corp., 12 Henley Street, Boston 29, Mass. DO NOT TELEPHONE. All inquiries acknowledged.

**WANTED — BINGO AND SHUFFLE MECHANICS**; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. a012

**Parts, Supplies & Services**

**COIN-OPERATED TIMERS—ELECTRONIC**, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Chines, etc. 190A Duane St., New York City. ocb

**STAMP FOLDERS DIRECT FROM MANUFACTURER**, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcus 7-1448. se24-ch

**Used Coin-Operated Equipment**

**A-1 CIGARETTE AND CANDY MACHINES** \$25 and up. Other vending machines \$5 up. Established over 28 years.  
**MACK H. POSTEL**  
2952 Milwaukee Ave. Chicago 18, Ill.

**CIGARETTE MACHINES—DU GRENIER**, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 8 col. \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 38677 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-lfn

**COMPLETE ARCADE FOR SALE—INCLUDING** five Philadelphia Skee Balls. Sell whole or part or will trade for Panorams. Write for list. H. E. Loebsock, 211 West Douglas, Wichita, Kan. ocl3

**Wanted to Buy**

**CIGARETTE, CANDY AND OTHER VENDING MACHINES**; give full description and lowest prices. Box 673, The Billboard, Chicago 11, Ill. se24

**WE BUY USED 45 R.P.M. RECORDS AT 1¢ each**. Any quantity. Write: Amity Specialty Co., 6165 Maine St., Sioux Falls, S. D. ocb

**WILL PAY CASH FOR BALL GUM AND** capsule vending routes in New England. Write: Box M-146, c/o Billboard, Cincinnati 22, O. ocl

**Sanitary Napkin Venders**

Advance Machine Co., 4645 N. Ravenswood Ave., Chicago 40  
Ajax Manufacturing Co., 368 Broadway, New York 13  
Delicate Dispenser, 1175 Second Ave., New York  
Hospital Specialty Co., 1991 E. 66th St., Cleveland 3  
Jo-Lo Perfumatic Dispenser, Inc., 328 Stevens Ave., Jersey City 5, N. J.  
National Sanitary Sales, 4307 Lawrence Ave., Chicago 30  
Polaris Manufacturing Co., 2222 Fourth St., Peru, Ill.  
Sanitex Co., 14182 Meyers Rd., Detroit 27  
Vend-Rite Manufacturing Co., 1536 N. Halsted St., Chicago 49  
West Disinfecting Co., 42-16 West St., Long Island City 1, N. Y.  
White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.

**Scales**

American Scale Manufacturing Co., 3206 Grace St., N. W., Washington 7  
J. F. Frantz Manufacturing Co., 1940 W. Lake St., Chicago 12  
Hamilton Scale Co., 3350 Secor Rd., Toledo 6  
Peerless Weighing & Vending Machine Corp., 42-02 11th St., Long Island City, N. Y.  
Rock-Ola Manufacturing Co., 800 N. Kedzie Ave., Chicago  
Watling Manufacturing Co., 4650 W. Fulton St., Chicago 44

**Shaving Accessories Venders**

Advance Machine Co., 4645 N. Ravenswood Ave., Chicago 40 (razor blade)  
National Sanitary Sales, 4307 Lawrence Ave., Chicago 30 (razor blade)  
A. H. Pitchford Co., 1195 Pinewood Drive, Pittsburgh 16 (electric shaver)  
Tux Handkerchief & Vending Machines,

**Remodel Bldg. Front At Rock-Ola Factory**

CHICAGO, Sept. 17.—The Rock-Ola Manufacturing Corporation's main headquarters and factory is getting an exterior face-lifting. Following the completion of a remodeled entrance and lobby several weeks ago, the firm turned its attention to the front of the building.

Work being done covers the entire front of the building north of the Rock-Ola entrance on Kedzie Avenue.

2401 40th St., Rock Island, Ill. (shaving kit)

**Shoe Shiners**

Acme Sales Co., 505 W. 42d St., New York 36  
Atlas Tool & Manufacturing Co., 5147 Natural Bridge Ave., St. Louis 15

**Soap and Towel Venders**

American Coin Lock Co., Inc., 453 Cottage St., Pawtucket, R. I.

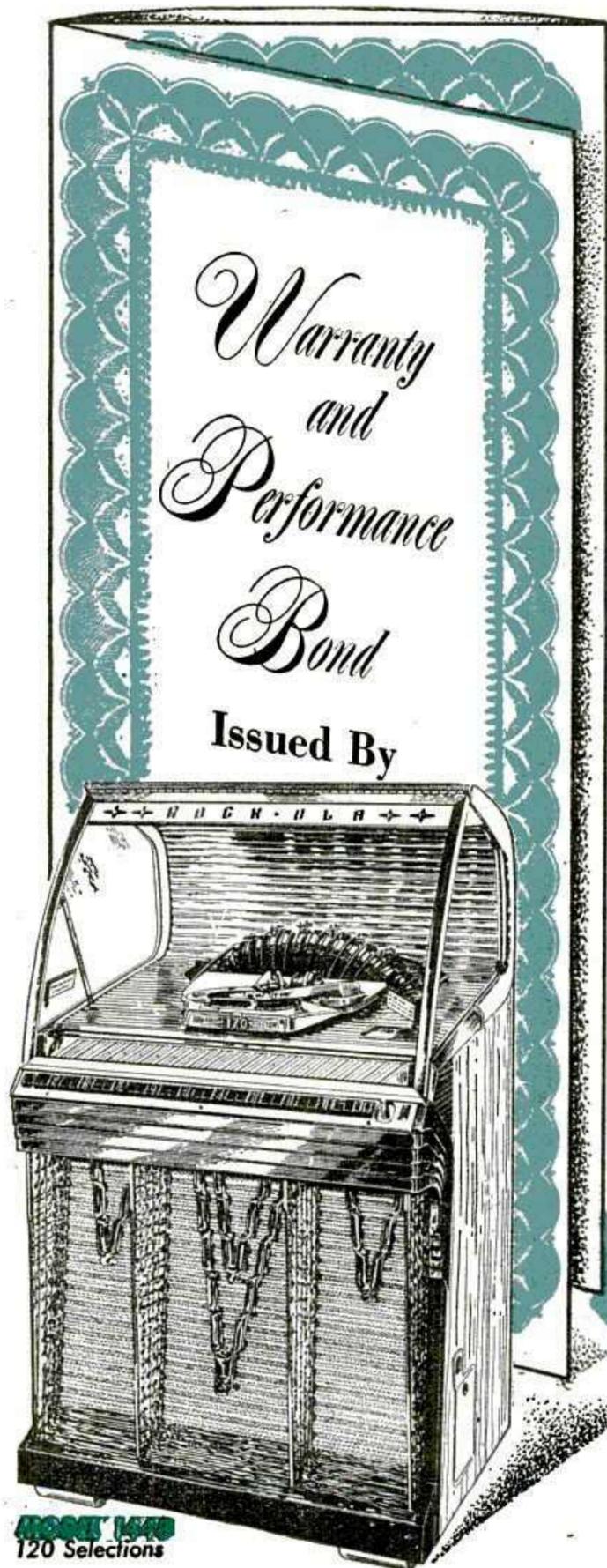
**Soft Drink Carton Venders**

F. B. Dickinson & Co., 8000 University Ave., Des Moines 11  
(Continued on page 86)

# ROCK-OLA

## Assures Performance

## in Writing



### Mr. Music Operator:

- \* THIS BOND IS YOUR UNCONDITIONAL GUARANTEE OF SUPERIOR PERFORMANCE AND TROUBLE-FREE OPERATION WHEN YOU BUY AND OPERATE ROCK-OLA PHONOGRAPHS
- \* Every new ROCK-OLA Phonograph sold is backed by a warranty and performance bond for your protection — just another reason why ROCK-OLA phonographs are . . .

Worth more when you buy  
Worth more when you trade

ROCK-OLA Manufacturing Corp.  
800 N. Kedzie Ave. • Chicago 51, Illinois

# GO! GO! GO!



Hear the "G" and you'll agree—  
there's no HI-FI like AMI-FI!

see the **G** at your AMI distributor's beginning  
September 24

**AMI** Incorporated

General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark  
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

PINBALL GAMES

Table with columns: BALLY, HIGH, LOW, Times Adv't'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: CHICAGO COIN, HIGH, LOW, Times Adv't'd. Lists games like Basketball Champ, Tahiti, etc.

Table with columns: EVANS, HIGH, LOW, Times Adv't'd. Lists games like Saddle & Turf, Model, etc.

Table with columns: GENCO, HIGH, LOW, Times Adv't'd. Lists games like Basketball, 2 player, 400, etc.

Table with columns: GOTTIEB, HIGH, LOW, Times Adv't'd. Lists games like Chinatown, College Daze, Coronation, etc.

Table with columns: UNITED, HIGH, LOW, Times Adv't'd. Lists games like ABC, Cabana, Havana, etc.

Table with columns: WILLIAMS, HIGH, LOW, Times Adv't'd. Lists games like All Star Baseball, Arcade, Big Ben, etc.

MOST ACTIVE EQUIPMENT (For four-week period ending with issue dated August 27, 1955)

- ARCANE EQUIPMENT: 1. GENCO—Rifle Gallery, 2. EXHIBIT—Sportland, 3. EXHIBIT—Dale Gun, etc. MUSIC MACHINES: 1. SEEBURG—M-100-B, 2. SEEBURG—M-100-A (78 RPM), etc. SHUFFLE GAMES: 1. CHICAGO COIN—Super Frame Bowler, 2. UNITED—Banner Shuffle Alley, etc. VENDING MACHINES: 1. NORTHWESTERN—33 Ball Gum, 2. NORTHWESTERN—39, 1c, etc.

PINBALL GAMES (Manufacturers with ten or more games listed below)

Table with columns: BALLY, GOTTIEB, UNITED, WILLIAMS, HIGH, LOW, Times Adv't'd. Lists various pinball games and manufacturers.

Table with columns: MANUFACTURERS NOT LISTED, HIGH, LOW, Times Adv't'd. Lists games like Basketball, Circus, Mystic Marvel, etc.

Table with columns: ARCANE EQUIPMENT, HIGH, LOW, Times Adv't'd. Lists games like ABT Challenger, Advance Shockers, All American, etc.

Table with columns: MUSIC MACHINES, HIGH, LOW, Times Adv't'd. Lists games like AMI Model A, Model B, Model C, etc. SEEBURG Model A, Model B, etc. ROCK-OLA Model A, Model B, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various coin machine models and prices.

Table with columns: VENDING MACHINES, HIGH, LOW, Times Adv't'd. Lists various vending machine models and prices.

(Continued on page 99)

# VENDING MACHINES

## US-Hoffman Enters Vending; Acquires Apco and Affiliates

### Officers Stay; Major Expansion and '56 Volume of \$10-\$15 Million Seen

NEW YORK, Sept. 17.—In one of the largest stock transactions in the history of the vending industry, the Hoffman Machine Corporation Wednesday (14) acquired Apco, Inc., and its five affiliated companies.

This marks the first time in the history of automatic merchandising that a major industrial firm, with virtually no background in the coin machine field, has moved into vending. Hoffman is currently selling for \$33 a share on the New York Stock Exchange and pays a \$2 dividend.

Apco, a leader in the cup drink vending field, makes the Soda-Shoppe line of cold drink machines, the CoffeeShoppe hot drink line, and the Smokeshop cigarette venders.

#### Other Firms

Affiliated companies are the Apco Products Corporation, CoffeeShoppe and combination Coffee-Shoppe-SodaShoppe sales; the Apco Supply Corporation, parts and accessories; Practical Products Company, SodaShoppe manufacturing; Practical Industries, coffee and combination machine manufacturing; and the Smokeshop Corporation, cigarette vending manufac-

turing and sales. Apco, Inc., is the sales agent for the SodaShoppe line.

While there have been previous large mergers and stock transactions in the automatic merchandising field, the significance of the Hoffman-Apco deal is that, for the first time, a major industrial firm, with no previous connection to the industry—except for a coin-operated Valetaria made on an experimental basis—has jumped into vending with both feet.

While Apco will operate as a division of Hoffman, personnel, policies and internal structure will not be altered. Sam Kresberg, who founded the Apco predecessor, Automatic Products Company, in 1916, remains as president of all six firms. Mel Rapp continues as executive vice-president.

#### Expansion Plans

Kresberg said that expansion plans would be announced in detail at a later date. He did say that two new vending machines—neither one of which is a drink

unit—will be announced soon. Also, he added, the Apco division plans to acquire additional vending properties.

The transaction puts into automatic merchandising a firm which did a gross of more than \$40,000,000 in 1954. Apco's 1954 gross topped \$5,000,000. Kresberg predicted that 1956 sales in vending machines will be between \$10,000,000 and \$15,000,000.

This year, he added, July and August sales were better than those for any two months in the history of the firm, and that the sales and profits for the first six months of the year set a record.

#### Net Income

President of Hoffman is Hyman Marcus, who took over the company 15 months ago. Net income last year was \$632,905.

In 1954, capital surplus of the company was \$11,489,558. At the end of six months in 1955, it was \$13,344,614.

Hoffman is currently one of the *(Continued on page 91)*

## N. Y. Ops See Best Fall in History

• Continued from page 71

for operators of charm, nut and gum machines.

These venders, set up three to a stand, are now permanent fixtures at the new suburban shopping centers. Chain variety stores are providing good stops for 5-cent charm machines.

#### Cigarettes Up

After a slump late in 1954, cigarette sales have bounced back and are now running ahead of last year. Replacement of older equipment and the offering of greater selectivity in the vending of filter and king-size brands has accounted for a lot of this upsurge.

Operators still face a problem, tho, with filters. Most machines here still vend at one price, and a lot of filter sales are lost. Many operating firms, particularly the larger ones, indicated that this fall will see a lot of equipment replaced.

Milk will probably show the greatest expansion percentage-wise this fall. In New Jersey, the operators and dairies seem to be winning a war of attrition between themselves and a combination of grocers and unions. The last-named two have sponsored anti-milk vending ordinances aimed at hitting quart sales.

#### Legal Tiffs

Hundreds of legal battles are being fought thruout the State, and the venders are winning more than they are losing.

## NATD Sets Oct. 3 Sales Huddle For New York

NEW YORK, Sept. 17.—The National Association of Tobacco Distributors Sales Training School has been scheduled for October 3, 4 and 5 at the Hotel Belmont Plaza here, and October 6 and 7 at the Traymore Hotel, Atlantic City.

Slated to speak at the October 4 session is Charles H. Brinkmann, vice-president in charge of sales of the Rowe Manufacturing Company. The vending machine executive will lecture on how to handle complaints.

Harden E. Goldstein, NATD associate director, will deliver the introduction October 3, followed by an open forum to be presided over by Joseph Kolodny, NATD managing director.

#### Opening Day

Opening day speakers will include John F. DesReis, president, Consolidated Cigar Sales, New York; G. Gustav Steiner, president, G. Gustav Steiner & Company, New York; George T. Sweetser, N. W. Ayer & Son, Inc., New York.

The following speakers are scheduled for the October 4 meeting: Ronald G. Johnson, Gillette Safety Razor Co., Boston; Robert *(Continued on page 91)*

## Silco Wins First Round In Contest With Abco

JERSEY CITY, N. J., Sept. 17.—The Silco Cigarette Service has won the first battle in its location war with the Abco Vending Service. Monday (12), at Superior Court here, Judge Thomas J. Stanton issued an interlocutory injunction against Abco requiring the West New York firm to cease operating cigarette machines at any of the 50-odd locations it had allegedly jumped from Silco.

The legal action started two weeks ago in Superior Court of New Jersey, Chancery Division, when Judge Nicholas A. Tomasulo granted Silco an ad interim restraint.

Silco, which has filed suit to recover damages from Abco, has charged that its competitor has signed up locations it knew to be under contract to Silco. Named in the suits are Abco and more than 50 locations.

#### Valid 10 Days

The ad interim injunction was an ex parte action, valid only for 10 days. Under its terms, Abco was ordered to remove its vending equipment from the locations involved until a hearing on a permanent injunction could be held.

That hearing took place Friday *(Continued on page 97)*

The dime vend is pretty well established on coffee here, and tho the industrial potential is still great, more machines have probably been placed on location the first three quarters of this year than in any full year in history.

Also, office buildings are opening as coffee locations, and the local Kwik-Kafe dealer, Coffee Vending Service, is making a direct pitch for locations thru local papers.

Industry is becoming more and more aware of vending, and it's now becoming a question of which operator or operators will handle the stop—not if vending machines will or will not be allowed.

For example, at Kenilworth, N. J., this spring, representatives of some of the country's top industrial firms inspected automatic merchandisers at the Kenilworth Clinic, an industrial exhibit sponsored by a local steel company. A high percentage of these industrial executives indicated interest in automatic feeding systems for their firms.

With the exception of theater locations, the candy bar is still a 5-cent item here, and candy operators have been complaining about the low profit margin. It doesn't seem likely, tho, that 10-cent candy vending will become the rule this year.

#### Paper High

Paper is at an all-time high here—but neither the operators nor the finance firms appear to be worried. They point out that per-machine gross is up on about everything, that new locations are opening up rapidly, and that delinquencies are rare indeed.

If the operators have any complaints, its mostly about machine capacities. On candy, for example, one operator pointed out that he could get a fair profit if the vender held 300 bars instead of 160 and could be serviced only half as often.

On cigarettes, the emergence of the new filters and filter-kings has presented a stocking problem.

But, on the whole, the operators are confident that the manufacturers will solve these problems. And, they're equally confident that if the general economic picture doesn't change, they'll be paying bigger income taxes in 1956 than ever before.

## Variety Spices Candy Sales In Heat Wave

CHICAGO, Sept. 17.—Temperature: 90 plus. Sales: Down.

That picture prevailed in most areas of the nation this summer. It was hotter than usual, and vending candy sales dipped more than usual.

However, operators of candy vending machines met the problem, according to the September issue of Vend magazine.

"Variety," was the principal answer, Vend reported, adding that other factors in bolstering sales included: weekly changes in three columns were instituted for venders instead of two as used in cooler weather, and summer-type bars—high temperature coatings—were promoted along with the use of box goods items.

Sales had dropped suddenly to as low as 50 per cent weekly, maximum, but rose to as little as 15 per cent off in the hot weather periods when preventive steps were instituted.

While the big factor was variety, one Midwest operator's experiment with his trucks paid off in keeping candy items fresh enroute to outlets.

George F. Mueller and Sons, Inc., of Blue Island, ventilated service trucks by taking advantage of air movement. The right rear window of the truck door was removed. A screen replaced it, thus, providing a steady flow of air movement in the interior which kept the temperature down, and the candy fresh.

Results: Fresh appearance of candy bars increased sales that had skidded.

Hardest hit were West and South dealers where sales dipped as temperature rose and clung to near the 100-degree mark.

## Ops Report Record Plant Expansion

• Continued from page 71

cause of the quick service provided requested installation of machines in many parts of the plant.

The firm reported a growth 33 per cent this year, as about the same recorded in 1954, but added over-all gross sales up 50 per cent for its complete line.

#### Spot Service

Both large and small business has recognized the value of vending machines, he said. These firms finally became aware of the time lost by employees dashing out for coffee in the morning and afternoon, and took steps to provide office service.

Employees, they said, would rather sit at their desk or in rest rooms and enjoy a leisurely cup of coffee, rather than rush about and drinking it hurriedly.

Coffee Bar Service Manager Lynn Farber said his firm's coffee sales had doubled, and that candy and coffee sales were up approximately 25 per cent.

"Improved service, and the recognition of the coffee break," he reported, were partially responsible for the rise in sales.

Business and industry alike has recognized the coffee break as an American habit, and are taking advantage of a convenient service that can be located in offices and plants, he declared.

"We are continually adding new equipment," he said, "The firm had a marked growth over 1954, and we anticipate an even greater increase in the coming year."

#### New Outlets

Bulk operator Bob Kantor said over-all business is up about 10 per cent due to an increase of about 25 per cent in equipment. Per unit sales are down, however.

"The year started slow, but business picked up sharply in July,

## Rowe Ready on New 11-Column Ambassador

NEW YORK, Sept. 17.—The Rowe Manufacturing Company this week went into production on the new 11-column Ambassador, priced at \$232 with stand and lights.

Capacity is 445 packs, regular, king size and boxed. Width is 31 inches.

The manual upright machine operates on the same principles as does the 14-column Ambassador. According to Charles H. Brinkmann, vice-president in charge of sales, the 11-column unit can be fitted into less space than can a conventional 8-column vender.

It will be available in a new color—coral—in addition to hammetone green, hammetone charcoal gray and wood-grain finishes. The machine will sell at three different prices and at various coin combinations.

#### Showcase Unit

Incorporated in the 11-column machine is the Showcase, a recessed point-of-purchase display in front of the vender. Fluorescent light illuminates four velvet-lined cases, each of which contains a package of a leading brand.

Other features are a front door lock which eliminates the two or three inches required to open units with locks on the right-hand panel and a door which opens flush on the left-hand side of the cabinet.

Dimensions are 12 inches deep, 45½ inches high and 31 inches wide.

due to new charms introduced at the National Vendors' Association convention," he explained.

Stressing that bulk vending depends primarily upon impulse buying, Kantor stated:

"Business will pick up steadily until Thanksgiving when we expect the tapering off season to begin. It'll continue thru February."

As to 1956, new outlets in retail stores in mushrooming suburbs, the supermarkets, and outdoor amusement places should bring about an increase in bulk vending.

Joe Brodsky of the Illinois Vending Company reported that thru the output of more peanut units sales have been kept on an almost even keel, but per machine unit sales have been falling somewhat. He offered no prediction of future sales.

## Greene to Speak At Boston Meet

NEW YORK, Sept. 17.—Robert Z. Greene, president of the Rowe Corporation and executive committee chairman of the Automatic Canteen Company of America, will speak on "Automatic Merchandising — Where Does It Go From Here?" October 18 at the 27th annual Boston Conference on Distribution.

Greene will discuss the scientific and product advances which have taken automatic merchandising into the big business classification.

The conference is an annual gathering of distribution and sales executives, sponsored by the Retail Board of Trade and the Greater Boston Chamber of Commerce.



**VICTOR STANDARD TOPPER**  
Case of 4, \$50  
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**ALADDIN MAGIC WISHING RING!**  
Immediate Delivery

\$15.50 Per M in Bulk  
\$22.50 Per M in Capsules

Pioneer Vending Service  
590 Albany Ave., Brooklyn 3, N. Y.

# Op Increases Location Sales Thru PR Program

By ROBERT LATIMER  
BETHESDA, Md., Sept. 17.—  
Location publicity.

That is the sales building campaign used by James Bowen, head of Kwik-Kafe here, to increase vending machines sales.

Carefully developed, the public relations and sales program is specifically slanted at acquainting people with the convenience and advantages of automatic vending, Bowen explained.

"Vending machine operators, in general, usually capitalize on only a small percentage of the total potential of a location," Bowen said, "when sales can actually be doubled with little promotion effort."

Successful operation of a vending organization involves much more than just obtaining a location, keeping machines cleaned and serviced regularly, he observed.

"You have to sell your services to reach the people," he stated, "and outlet merchandising consists of many steps, techniques, plus participation in location activities."

### Stress Advantages

In introducing an automatic coffee unit in a large business office, Bowen follows a policy of meeting the head of the company and personally explaining the unit's operation.

During acquainting the office head with the advantages of the automatic vender, it is suggested a helpful bulletin be posted informing employees of the vender, its location, the selection of choice, and the approved time of coffee breaks.

This casual, non-businesslike huddle brings about the firm's endorsement of the vender, and increases its sales potential.

Where installations are made in large concerns having house publications, similar steps are taken. The editor and his staff is usually invited to a "coffee klatch."

Again, advantages of the vender are demonstrated, its conveniences explained along with the firm's outlook in providing a "new service" for employees. A hint is suggested that a small blurb explaining the service would be appreciated by employees.

### Suggestion Heeded

Editors generally heed the suggestion, and the installation is heralded in print, with all details, including locations, choice and price. Also the urge to try the product.

The introduction of vending service in an entirely new location may be in the form of treats. Servicemen inform foremen, or plant heads, the company is providing free coffee for the day to acquaint employees with the new service and its advantages.

To bolster sales where volume falls off, or is not up to anticipated sales, the approach is simple. Servicemen should make it a point to "treat."

By "treat," Bowen said, servicemen should "buy" and have a cup of coffee along with a packet of cookies with the office manager, janitor, office boy or anyone directly connected with the vender.

Offhandedly, servicemen should point out the "pick-up" of a cup of coffee, its benefits to the employees, and that the welfare of workers are his concern and the services of the vender.

### Venders for Employees

Thus, it is stressed that the vender's service is in behalf of customers more so than sales alone, laying the groundwork for the sales objective: "Let's have a cup of coffee" when the break arrives.

"Always remember parties," the operator reminded. "Here is the opportunity to express your interest in plant affairs by contributing the drink refreshment, served piping hot with your firm's compliments."

This offering not only paves the way to better good will and understanding, but overcomes any prejudices against automatic merchandising vending service.

Upon occasion, the firm has contributed cash to employees' welfare programs, based upon a profit percentage from venders.

Another phase in the sales building program is to refinish and redecorate the room in which the machines are located to encourage employees to eat lunches there.

As an added attraction, a clean, attractively designed receptacle is provided for paper cups and other refuse—an effective good-will gesture.

"Wherever we find receipts falling," Bowen stated, "we make it a point to learn why, and then take steps to correct it, publicize it. Result: Usually a sales increase."

## Supplies in Brief

### Peanuts

Supplies of peanuts in off-farm positions on July 31, including imported varieties, is 207 million pounds or 27 per cent under last year's 286 million-pound supply. Stocks of shelled edibles were slightly below those of last year and peanuts held as roasting stock were about the same. The amount of farmers' stock peanuts milled this season for shelled edibles,

### MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1 1/2 & 5 1/2 Comb.	\$12.00
N.W. #29 1/2 Porc.	7.95
N.W. #23 1/2 Porc. B.G.	6.50
Master 1 1/2 Bulk Porc.	6.50
Master 5 1/2 Bulk Porc.	6.50
Master 1 1/2 & 5 1/2 Bulk Porc.	6.50
Columbus 1 1/2 Bulk	6.50
Silver King 1 1/2 B.G. or Mds.	7.45
Silver King 5 1/2	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1 1/2 B.G.	6.45
Advance #11 Mds.	9.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.62
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.50
Cashew Whole	.57
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.36
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.50
Adams Gum, all flavors, 100 ct.	.50
Wrigley's Gum, all flavors, 100 ct.	.50
Beech-Nut, 100 ct.	.50
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 15 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.

### NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOnacre 4-6467

**EMPTIES MACHINES FASTER!**

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

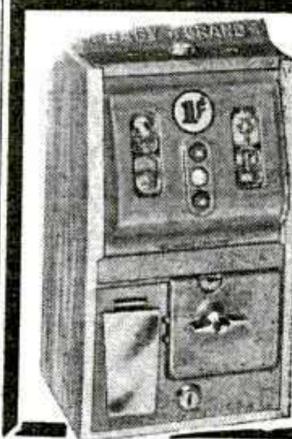
**SIDMOR VENDING CO.**  
2137 Fifth Ave.  
Pittsburgh 19, Pa.

**GIVE TO DAMON RUNYON CANCER FUND**

**NUTS NUTS NUTS**

Salted Spanish Peanuts ..... 27¢  
Blanched Peanuts ..... 29¢  
Whole Cashews ..... 60¢  
Cashew Butts ..... 55¢  
F.O.B. Evansville, deposit with order.

**ASTER NUT COMPANY**  
1004 Main Street      Evansville 8, Ind.



### FIVE STAR BABY GRAND DISPLAY VENDOR

(1c PLAY)  
**GETS THOSE PENNIES FAST!**

For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue Chicago 39, Ill.

## CIGARETTE, CANDY and DRINK MACHINES!

### ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 240 Cap.	\$ 90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Eastern Elec. C-8, Console Model, 8 Cols., 320 Cap	150.00

### UNEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneda Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

### CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50

Stoner Candy Pre-war, 160 Cap. 135.00

Rowe Candy Merchant with Change-maker, 7 Cols., 158 Cap. ... 165.00

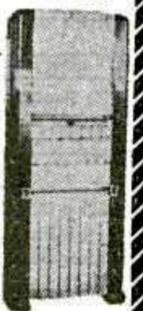
### SUPER SPECIAL!!

**ROWE DIPLOMAT CIGARETTE VENDOR**

8 Cols., 340 Cap.

VENDS AT 25¢ and 30¢

\$145.00



WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED  
WRITE FOR INFORMATION

All Equipment, Unconditionally Guaranteed.  
Trade Prices 1/3 deposit, balance C.O.D.

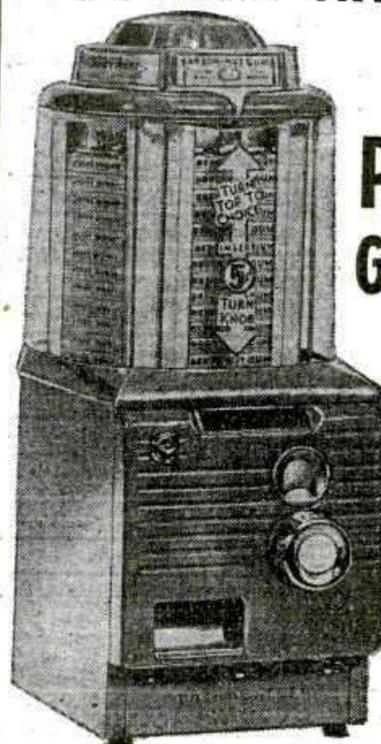
### Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N. Y. • HEGeman 3-6295

## LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...

Northwestern®

# PACKAGE GUM VENDER



That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

### THE NORTHWESTERN CORPORATION

245B EAST ARMSTRONG STREET

MORRIS, ILLINOIS

## GOLD & SILVER VACUUM PLATED CIGARETTE LIGHTER



Hit Charm at the NABV Show  
\$8.95 per 1000  
F.O.B. Newport, Ky.

IN PLASTIC COLORS  
\$5.00 per 1000  
F.O.B. Newport, Ky.

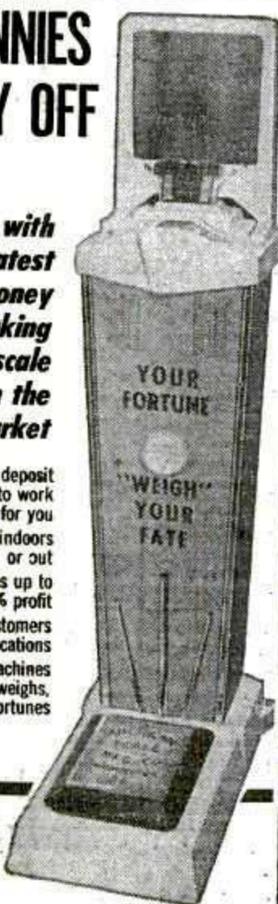
COMING SOON—  
MAN IN TUB  
SILVER & GOLD SILVER  
AND A NO. 45 SERIES  
at new low prices  
**AL FISCHER CO.**

2320 Joyce Ave. Newport, Ky.

## PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel moldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.

Send more details  Send scale   
\$20 deposit enclosed

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

### STILL GOING STRONG

call PRICE for DAVY CROCKETT ITEMS!!

**RING SERIES #3**—A complete assortment of six rings characterizing the story of Davy Crockett.

AVAILABLE IN:  
Copper Inlay.....\$13.25 M  
Nickel Inlay..... 13.50 M  
Simulated Gold Inlay..... 13.75 M

**RINGS, SERIES #1 and #2, Assorted.**  
AVAILABLE IN:  
Copper Inlay.....\$13.75 M  
Nickel Inlay..... 14.00 M  
Simulated Gold Inlay..... 14.25 M

**CHARM SERIES**—Beautifully designed and detailed charms relating the Crockett story in ten phases.

AVAILABLE IN:  
Copper Inlay.....\$ 5.50 M  
Silver Inlay..... 6.00 M  
Simulated Gold Inlay..... 6.25 M

**PADLOCK**—Opens and closes without key. Has many uses for kiddies.

AVAILABLE IN:  
Two Tone Plastic.....\$12.00 M  
Copper Plated..... 16.00 M  
Nickel Plated..... 16.35 M  
Simulated Gold..... 16.85 M

Operators from all over the country continue to write that the PRICE CROCKETT CHARMS are keeping volume up.

**IMMEDIATE DELIVERY! ORDER TODAY!**

paul a. PRICE co. inc.

55 Leonard St., N. Y. 13, N. Y. COlumbus 7-5147



### RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

#### BULK VENDORS

Silver King 1c or 5c.....	\$ 8.50
Victor V—Cab. type.....	9.50
Victor V—Globe type.....	8.50
Acara 5¢ or 1¢.....	10.00
DuGrenier, 4 Col.....	14.50
DuGrenier, 6 col.....	17.50
Mills, 6 Col.....	17.50

#### SPECIAL CLOSEOUTS

Advance Ball Gum.....	\$ 4.95
Cash Trays.....	2.95
N.W. Model 39.....	7.50
N.W. 33—Bulk or B/G.....	7.50
Master—1¢, New.....	8.50
Silver King Hot Nut.....	9.50
Zig Zag—New.....	19.50
Ajax 3 Col. Hot Nut.....	25.00
2 Col. 5¢ Jewel Vendor.....	7.50

Send for Our Complete Charm, Mds. and Jar Deal List 1/3 deposit, balance C.O.D.

WRITE FOR OUR NEW 56-PAGE GIFT & PREMIUM PRIZE CATALOG!

#### RAKE

COIN MACHINE EXCHANGE  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
Lombard 3-2676

## SUPPLIES IN BRIEF

Continued from page 85

### Sugar

July was a month of steady and large volume demand for refined sugar. Large usage by some important segments of the industry, such as soft drink and ice cream manufacturers, was reported. This apparently offset the usual decrease from June to July, and deliveries for United States consumption in July were up 3 per cent over June compared to a 5 per cent decrease during the same period for last year. Deliveries for U. S. consumption in 1955 thru July totaled 4,808,000 tons—118,000 more than during the same period last year. Pricewise, raw cane sugar, duty paid New York, selling for 5.90 cents on July 7, advanced to 6.05 cents on July 12 where it remained thruout the rest of the month.

### Tobacco

This year's flue-cured crop of tobacco was indicated to be nearly 13 per cent above last year's crop as of August 1 while the 1955 burley crop, as of the same date, was expected to be 24 per cent less than last year's record high. The Agriculture Department reported recently that 95.5 per cent of the flue-cured tobacco farmers had voted in favor of quotas for

next three years and the marketing quota program will continue in effect for the 1956, 1957 and 1958 crops of flue-cured tobacco. The average price for flue-cured thru mid-August was 47.7 per pound—3 per cent less than a year ago in the Florida-Georgia area. In South Carolina and parts of North Carolina, however, improved quality brought the price up 6 per cent

### America's Best



**VICTOR Standard TOPPER**  
1c BALL GUM VENDOR  
**\$12.50** Each  
\$12.00 Each 100 or More  
30 day money-back guarantee if not satisfied.  
1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!  
**PEANUT PRODUCTS COMPANY**  
801 Second Street  
Des Moines 2, Iowa

above the same period for last year to 55.5 cents per pound. In the year ended June 30, domestic cigarettes manufactured totaled 408 billion—1 1/2 per cent below the total for the previous year.

### EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!  
**VENDOR DISTRIBUTING CO.**  
682 Madison St.  
Memphis, Tennessee

**ADMEN** of every kind ENDORSE THE BILLBOARD as a top selling force

## ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE

Sample.....	\$24.35
2 to 11.....	19.50
12 to 49.....	18.25
Bracket.....	1.00
Floor Stand.....	5.00

1/3 deposit, bal. C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will as indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

### ORDER TODAY! J. SCHOENBACH

Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

## Silver Vacuum-Plated One Piece Bullet



This is a NEW BULLET. It's like a real bullet, but shell and tip in ONE PIECE. Just right in length, in thickness, in Vacuum-Plating, in pricing.

**\$7.75** per 1,000 f.o.b. Jamaica, N. Y.  
Or: At Your Distributor. Immediate Delivery.

There's SOMETHING about BULLETS. Folks like to carry them in their pockets as a LUCKY PIECE. People are funny—but that's how they are. They want 'em—Give it to them. YOU GIVE, YOU GET.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.  
World's FIRST and LARGEST CHARM MANUFACTURER

## WATER SQUIRTS

Sensational—kids love them. Perfect vending. Stickers supplied.

### FULL LINE OF DAVY CROCKETT ITEMS

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35c for regular sample kit of charms.

Nat'l Headquarters Oak Acorn Machines & Parts



## Penny King Company

2538 Mission St. Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

**VICTOR'S TOPPER**  
1¢ BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.  
**AMERICA'S FINEST BALL GUM VENDOR**  
30 day money back guarantee if not satisfied. No questions asked.  
Write for FREE 32-page catalog.  
1/2 deposit on all orders.  
**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.

**AT BIG SAVINGS!**

**BALL and VENDING GUMS**  
LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 25¢ lb.  
Chicle Ball Gum, 130 ct. .... 34¢ lb.  
Clor-o-Vend Ball Gum, .... 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. .... 40¢ lb.  
Chicle Chicks, 320 & 520 ct. .... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. .... 27¢ lb.  
Tab (short stick), 100 ct. .... 38¢ box  
5-Stick Gum, 100 packs .... \$1.90  
F.O.B. Factory, 150 Lb. Lots

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant Newark 4, N. J.

**WATCH SALES SOAR INTO HIGH KEY WITH GUGGENHEIM'S KEYS TO MORE PROFIT!**

**NEW—AUTHENTIC KEYS**

PLASTIC KEYS ..... \$1.65 per M  
COPPER PLATED .... 3.50 per M  
SILVER PLATED .... 3.75 per M  
GILT INLAID ..... 4.40 per M  
VACUUM PLATED ... 4.40 per M

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL 5-8387

## LOGAN DISTRIBUTING CO.

### Vending Headquarters

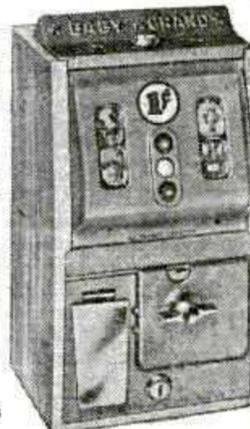
Largest Variety of Charms • All Victor Model Machines and Parts • Stands • Leaf Gum • Filled Capsules • \$54.00 PER CASE 4

We ship all orders the same day received. Operators need fast service—we give it! Largest supplies of everything the operator needs.

Write for free order-blank price lists describing over 100 charm items, capsule items, stands, brackets, ball gum, candies, parts. Try us for fast delivery—we want your business.

### LOGAN DISTRIBUTING CO.

916 Milwaukee Avenue Chicago 22, Illinois  
Phone: TAYlor 9-6150



# NOW AVAILABLE

INSTANT 5¢ 6¢ 7¢ 8¢ 9¢ 10¢ SALES with the ALL NEW...

# COIN-A-MATIC

ELECTRIC COIN CHANGER

## NOW ONE CHANGER DOES IT ALL!

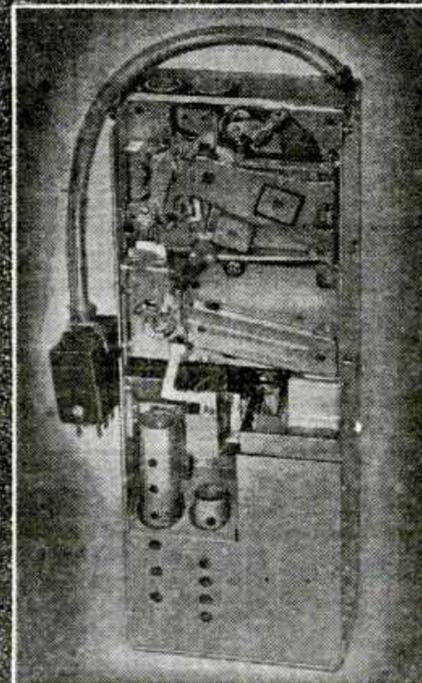
- 1 5c-6c-7c-8c-9c-10c sales and change made instantly.
- 2 Change problems eliminated.
- 3 No pennies required to make a purchase.
- 4 Changer both gives and takes pennies.
- 5 Receives coins in any sequence.
- 6 Complete anti-jackpot protection.
- 7 Quickly converted to any sales price.

Coin-A-Matic is designed for immediate installation in your present electric vending equipment without alteration... just plug in and hang on changer brackets of your vending machine.

### CHECK THESE EXCLUSIVE FEATURES

- ✓ Only One Changer
- ✓ Only One Place To Deposit Coins
- ✓ Only One Place To Get Change
- ✓ Changer Completely Contained Within Cooler
- ✓ No Wires To Adjust Or Change
- ✓ Easy Sight Inventory of Coins
- ✓ Bank Guarantees Many More Sales.

SEE our exhibit at the CHICAGO N.A.M.A. SHOW  
Room 316 CONRAD HILTON HOTEL  
Nov. 6-7-8-9  
(MEMBER N.A.M.A.)



ACT NOW to ASSURE PROMPT DELIVERY... WRITE, WIRE or PHONE...

# COIN-A-MATIC INC.

56 NORTH AVE., MOUNT CLEMENS, MICHIGAN HOWard 8-8404

## Chi Mfr. Distrib Game Sales Up for '55; Outlook Bright

• Continued from page 71

ing these and accounting for the best sales mark for any month since 1952. Reasons for the increase, according to Sam Lewis, president, and Frank Mencuri, vice-president and director of sales, are the change initiated in Exhibit sales and production policies, and expansion of the engineering staff.

### Simpler Mechanisms

Avron Gensburg, Genco Manufacturing & Sales Company vice-president, reports 1955 business "on the upswing with an increasingly good sales outlook." Currently in production on a coin pool game and a new football game, Genco, according to Gensburg, is looking for more simple mechanisms for coin games. "We're going

to put less material into the machines and depend more on new ideas," Gensburg concluded.

Sam Stern, Williams Manufacturing Company executive vice-president, reported an over-all increase of 30 to 35 per cent this year in game sales. Early fall business is up 100 per cent, according to Stern.

"New low-cost items are definitely coming off Williams production lines in the next two or three weeks," Stern said. "These units are other than coin pool games, which are now in production."

Paul Huebsch, J. H. Keeney & Company general sales manager, reported production on games up from 10 to 20 per cent, continuing a six-year sales increase at Keeney. Huebsch said this was realized thru a wider distribution of games than in previous years, and good export trade, particularly in Latin America, which had not been previously developed.

### 6-Day Week

Bill DeSelm, United Manufacturing Company, advised that "demand for new games is as good as ever." The big question with us is not how cheaply a game can be made, but how much it will make for the operator," DeSelm emphasized, indicating that United is not developing a lower priced line. Production is currently geared to a six-day week.

Joe Kline, First Coin Machine Exchange, distributors, has found sales this year have "far exceeded last year's." He said First has 10 per cent more operator customers

than in 1954, and reported more credit allotted to operators than in 1954. Faster delivery service on machine parts has done much to bring about the increase, according to Kline.

Don Maloney, Donan Distributing Company, said sales have increased 38 per cent in May thru August, over 1954. He reported however, that operators have become more cautious in their buying, and that as a result, the firm has less paper out this year than ever before.

Kiddie ride sales have accounted for the biggest sales increases for Donan this year, increasing 200 per cent in a year's time. Maloney believes operators could do a better job of increasing play on locations thru formation of leagues and other means to build play incentive.

Purveyor Distributing Company sales are 15 per cent up over last year, Herb Perkins, owner, said. Expectations are for a bigger fall season than in 1954, which Perkins reported as mediocre. Purveyor has from 25 to 30 per cent more paper out this year. Terms average 12 weeks, according to Perkins.

## Move to Block K. C. Pin Ban

KANSAS CITY, Mo., Sept. 17.—A suit for a declaratory judgment against the city to halt enforcement of an ordinance outlawing bingo-type pinball games was taken under advisement this week by judge Joe W. McQueen of the Jackson County Circuit Court.

There was no indication when the court would render a ruling in the case. The petition had been on file since late in December, 1954. It was filed soon after the ordinance was passed. Enforcement of the city law has meant heavy losses to pinball game operators.

The suit challenges the legality of the ordinance, which prohibits the games as a nuisance.

John Masters, operator of the Missouri Valley Amusement Company, 2554 Cherry Street, filed the court action for himself and several other operators to prevent a multiplicity of suits.

At the time the ordinance was passed by the city council in December, Masters had \$10,000 invested in the games. The suit seeks a court ruling that the games do not constitute a nuisance and that the city has no power or right under the law to declare them such.

Affected by the ordinance are only games on which the player can increase his probabilities of winning free plays by putting in more coins.

## Marvel Ships New Pla-Pool

CHICAGO, Sept. 17.—Marvel Manufacturing Company has started shipment of its new Pla-Pool coin pool game announced last week (The Billboard, September 17).

The bumper-type pool game has a table measuring 6 feet by 37 inches and is 32 inches high. The table, in natural finish hardwood, is finished in pearloid gray.

The table top opens on hinges, requiring a key to unlock, and the coin box inside also opens with a key. Legs of the table are equipped with levelers, and the game has a double 10-cent coin chute. Regulation-sized cues are furnished.

## NEW GAMES IN PRODUCTION

Bally. Miami Beach, in-line pinball; Jumbo Bowler, shuffle bowler; King-Pin Bowler, shuffle bowler.

Chicago Coin. Score-A-Line, shuffle bowler.

Gottlieb. Wishing Well, five-ball pinball.

Edolite. Bumper Pool, coin-operated pool game.

Exhibit Supply. Skill Pool, coin-operated pool game.

Genco. Quarterback, football game; Tournament Pool, coin-operated pool game.

Keeney. Fascination Pool, coin-operated pool game.

Marvel. Pla-Pool, coin-operated pool game.

United. Pixies, in-line pinball; Super Bonus Shuffle Alley, shuffle bowler.

Williams. Bank Shot, coin-operated pool game; Smoke Signal, five-ball pinball.

## Super Bonus New United Bowling Game

CHICAGO, Sept. 17. — United Manufacturing Company shipped to distributors this week Super Bonus Shuffle Alley.

The six-player shuffle bowler offers different scoring chances in each frame, and a cumulative bonus score that can be made by scoring a strike or spare in the final frame.

Scores for strikes, spares and blows made in each frame range from 60-40 10 in the first, to 600-400-100 in the last frame. In addition to these scores, a strike advances the potential bonus score 200 points, a spare advances the bonus 100 points.

The 10th frame is also the bonus frame. If the player makes a strike in this frame he collects the full accumulated bonus score; if the player makes a spare he collects half the bonus score if the bonus number is even—half the bonus score plus 50 if the bonus number is odd.

Separate scoring reels located next to each player's regular score reels record and total bonus scores made in each frame. In the 10th frame players shoot until they fail to make a strike. Bonus points are added to a player's score when he finishes shooting his game.

A match play model will be shipped in conjunction with the Super Bonus.

## Flood Opens Credit for Bar Owners

NEW YORK, Sept. 17. — Coin machine operators may receive one minor blessing from the floods which hit the Northeast last month. For the first time in history, tavern owners are now welcome at the loan counter of the Small Business Administration.

Amusement game and juke box operators have been hard hit by locations closing due to the floods. Also, the likelihood of the stops putting the bee on the operators is increased.

The publican is now welcome at 15 emergency offices in Connecticut, Delaware, Massachusetts, New Jersey, New York, Pennsylvania and Rhode Island.

It is not known at this time whether the loan policy is just for the disaster or whether it will continue for normal business loans.

## Gottlieb Bows Wishing Well, 5-Ball Game

CHICAGO, Sept. 17.—D. Gottlieb & Company shipped to distributors this week Wishing Well, a new single player five-ball pinball game.

The game features hitting roll-overs and targets to light up colored spots for replays.

Four bulls-eye targets on the playfield and four roll-over lanes when made, advance lights over colored spots which lead to a special ball hole at the center of the playfield.

The center ball hole lights up when all four spots on the playfield colored red, yellow, green or purple, are lighted. Hitting any bulls-eye target four times also lights the center hole. Top scores are made by getting a ball in the special hole when it is lighted. Replays are awarded.

Wishing Well is equipped with button-operated ball flippers, which shoot balls back up the playfield for more action; ball kickers and bumpers.

## Lowy Named Distrib for Bumper Pool

NEW YORK, Sept. 17.—Dave Lowy this week was named New York, New Jersey and Connecticut distributor for the Bumper Pool game made by Edolite Products, Detroit.

Izzy Edelman, Edolite head, conferred with Lowy here this week. Lowy, who has field-tested the unit in up-State New York, said he would name sub-distributors in the three-State area.

The game is a 10-ball pool contest which can be played by two or four contestants. The game operates on insertion of two dimes.

Meanwhile, Lowy said his firm is busy with Fireball conversions. First Bumper Pool shipments are due here in three weeks.

## CHI POOL GAME VOTE POSTPONED

CHICAGO, Sept. 17.—A scheduled vote on coin pool game play in Chicago was postponed Friday (16), by the city's Game Panel.

According to the Office of the Corporation Counsel, the decision was sidlined because of an emergency meeting which required the presence of some of the members of the panel.

The pool game vote was set aside until the early part of next week. No indication was given of how the vote may go.

Included on the game panel, which passes on each new model game that is to be operated in Chicago, is a representative of the Police Commission, Mayor's Office, City Collector's Office and Office of the Corporation Counsel.

# ON THE ROUTE

Lou Lehrman, L&L Amusement, Miami, a comparative newcomer in the coin machine business, has become a topnotch operator. Lou has set up a workshop where every amusement game that is brought in is gone over completely, and is made to look and operate like new before going out on location. He has worked out a system to keep collections up. Whenever a location drops off in takes for two consecutive weeks, Lou changes the game, no matter how short a time it has been at the location. "It's a lot of work, but it has paid off," he says.

Where the cigarette vander is located in a busy location, it is often wiser to sell matches "on the honor system," according to Raymond Cohen, head of Cohen Amusement Company, Montgomery, Ala. Cohen simply fills a container with penny book matches, placing it next to the machine together with a sign which invites, "drop penny in bowl." Where machines do not have a penny slot for book matches, and even where there are such conveniences, the cigarette customer seldom notices the matches are there, Cohen has found.

E. B. Chancellor, Lakeland, Fla., operator, said that converting to dime play is a definite boon to the music business, and is only sorry he hadn't converted to dime play sooner. He claims one location now on dime play gave him the highest collection since he has been in the business. This is remarkable considering that he switched to dime play at what is usually a slow time of the year for him.

## PLAYERS LOVE 'EM

### Bowler Tournaments Double Op's Receipts

MASSILON, O., Sept. 17.—Organized tournaments among shuffle bowler players have doubled bowling game takes for Ed Elum, game operator here.

Elum, who operates numerous bowling games in this area, promotes tournaments by a copyrighted plan for which he is distributor. Key of the tournament is a blackboard, three feet by three feet, stating rules of the tournament and providing space for 15 players to enter their names as contestants by bowling a pre-announced qualifying score. The board is displayed in each location together with prizes awarded at intervals of two weeks.

"Tournaments increase play in several ways," says Elum. "First, players play to qualify. Even after 15 players are listed, other players can 'bump' qualified players by topping the lowest listed scores. Naturally this competition to get on and stay on the tournament list results in a busy coin chute.

"Then too, during the two-week pre-tournament period, qualified players are constantly playing, not only to defend their place on the list, but to keep in practice and improve their shooting in preparation for the run-off.

"The run-off with preliminaries, quarter-finals, semi-finals and finals produces a good evening's play, and, of course, after the run-off, the momentum keeps players for the rest of the evening. Next day another two-week period starts, and the cycle of play starts over again.

"Because locations get not only increased game takes, but increased bar and snack business, as well as widespread publicity, location owners are enthusiastic about the tournament idea and will usually co-operate on prizes.

"Altho worthwhile prizes are awarded, the tournament plan is not open to criticism, because the players are competing against each other for prizes, not merely receiving prizes for a certain score.

"The tournament idea may be used with any type of group-play shuffle bowling game. Games scoring by official bowling rules are, however, specially adapted to tournament play."

### Fischer Lists Cue-Star Its Top Pool Game

CHICAGO, Sept. 17.—Current popularity of the bumper-type pool games has placed Cue-Star at the top of the list on Fischer Sales and Manufacturing Company's lines, according to R. W. Weikel, sales manager.

Second in demand, said Weikel, is the firm's Cue-Ett, which is available in several models and color motifs. Until recently, the major portion of Cue-Ett shipments had been to foreign markets, but American interest in coin pool games has brought foreign and domestic shipments into an even balance.

Weikel said he expected the firm's Cue-Star model to head their production list for some time, altho the "play from one end" feature of Cue-Ett makes it more adaptable to locations pressed for space.

Final touches are being given a program to be announced within two weeks chiefly designed to aid operators to achieve and hold good takes on coin pool game locations.

### Small Business Seminars Open to Coin Executives

NEW YORK, Sept. 17.—Amusement machine, juke box and vending executives were invited to attend the eight Tuesday evening seminars on expanding small businesses at Columbia University's Institute of Arts & Sciences.

The invitation came from Theodore H. Silbert, president of Standard Factors Corporation, financial house specializing in the coin machine industry. Silbert will moderate the course, which opens October 4 in Columbia's Harkness Theater. Sessions are from 7:30 to 9:30

p.m. and fee is \$25. Enrollment is limited to 125.

According to Dr. Russell Potter, director of the Institute, the course is designed for businessmen, seeking expansion, but not too sure how to overcome problems of financing, advertising, distribution, merchandising, production and labor.

#### List of Topics

Topics to be covered include how to raise more working capital, hitting new markets, how to minimize taxes legally and the over-all problems of expansion.

Lecturers will include Ogden R. Reid, president and publisher of The New York Herald Tribune; William G. F. Price, vice-president of the Chase Manhattan Bank; John M. Fox, president, Minute Maid Corporation, and Wendell B. Barnes, administrator, Small Business Administration.

## Buyers' Guide

Continued from page 86

### Florida Jacksonville

Bush Distributing Co., 60 Riverside Ave. Wurlitzer, Exhibit  
 Ross Distributing Co., 90 Riverside Ave. Rock-Ola  
 Southern Music Distributing Co., 418 Margaret St. AMI, Keeney  
 Taran Distributing, Inc. 90 Riverside Ave. Williams, Bally, United  
 Wolfe Distributing Co., Inc. 459 Riverside Ave. Seeburg

### Miami

All Coin Amusements Co., 1303 N. Bayshore Dr. Gottlieb  
 Bush Distributing Co., 286 N. E. 29th St. Wurlitzer, Exhibit  
 Ross Distributing Co., 3401 N. E. 36th St. Williams, Bally, United, Magnecord  
 Southern Music Distributing Co., 1453 S. W. Eighth St. AMI, Bally, Keeney  
 Taran Distributing, Inc., 3401 N. W. 26th St. Williams, Bally, United, Magnecord

### Orlando

Southern Music Distributing Co., 503 W. Central Ave. AMI, Keeney, Bally

### Georgia Atlanta

H. B. Hutchinson Jr., 860 North Ave. N. E. Robinson Distributing Co., 301 Edgewood Ave. S. E. Rock-Ola  
 Sparks Specialty Co., 104 Edgewood Ave. Seeburg  
 Taran Distributing Co., 403 Memorial Dr. S. E. United  
 Variety Distributing Co., 585 Grant St. S. E. Keeney

### Augusta

Crowa Music Co., 631 11th St.

### Illinois Bloomington

Gilbert Music Co., 108 S. Center St. Rock-Ola

### Chicago

Acme International Distributing, 3643-45 W. Montrose Ave.  
 AMI, Inc., Export Department, 134 N. LaSalle St. AMI  
 Atlas Music Co., 2122 N. Western Ave. Seeburg, Williams  
 Automatic Photo Distributing Co., 806 N. Milwaukee Ave. AMI  
 Coven Distributing Co., 3181 Elston Ave. Wurlitzer  
 Donan Distributing Co., 5007 N. Kedzie Ave. Bally  
 Empire Coin Machine Exchange, 1012-14 Milwaukee Ave. Bally, United  
 King & Co., 2700 W. Lake St. Northwestern  
 National Coin Machine Exchange, 1407 Diversey Blvd. Gottlieb  
 Purveyor Distributing Co., 4324 N. Western Ave. Keeney  
 Superior Sales Co., 7855 Stony Island, Ave. Bally

### East St. Louis

Amusement Supply Co., 707 Missouri Ave. Bally

### Moline

H. & H. Music Co., 1626 Third Ave. Rock-Ola

### Oak Park

R. H. Adair Co., 6900 W. Roosevelt Rd.

### Rockford

Mid-West Distributing Co., 208 N. Madison St.

### Indiana Evansville

S. L. Steibel Co., 107 N. W. Sixth St. Keeney, Seeburg

### Gary

Indiana Supply Co., 4095 Madison St. Bally

### Indianapolis

Calderon Distributing Co., 450 Massachusetts Ave. Rock-Ola, Bally, Keeney  
 Coven Music Corp., 1301 N. Capitol Ave.  
 Peanut Products Co., 1123 W. 21st St. Northwestern  
 Shaffer Music Co., 1327 N. Capitol Ave. Seeburg  
 Southern Automatic Music Co., 129 W. North St. AMI, United, Williams, Exhibit

### Valparaiso

Indiana Supply Co., c/o Val-O-Well Farms, R. R. 4. Bally

(Continued on page 90)



SEEBURG		AMI	
M100A	\$335.00	Model A	\$100.00
M100B	510.00	Model B	145.00
M100BL	525.00	Model C	135.00
M100C	625.00	Model D-40	225.00
		Model E-120	475.00

### WURLITZER

1600 .....\$285.00

Write for our latest complete price list covering all Phonographs, Games, In-Line Games, Shuffle Games and Arcade Equipment.



We are exclusive distributors for J. P. Seeburg Corp., Bally Mfg. Co. Our references: Dun and Bradstreet, Bank of America.

1263 Mission Street San Francisco 3, Calif. KLondike 2-3579

SAN FRANCISCO SALT LAKE DENVER PORTLAND SEATTLE

## Earn More Money with Bally Kiddie-Fun Equipment

### HOT-ROD COIN-OPERATED AUTO-RIDE



Miniature replica of early vintage automobile in eye-catching colors... with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

### BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



### THE CHAMPION COIN-OPERATED HORSE-RIDE



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

... PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

**MECHANIC WANTED**

Thoroughly exp. in all types Phonos, Pinballs, etc. Permanent. No drifters or drinkers. References.

**Jax Phonograph Co.**  
1432 Main St. Jacksonville, Fla

**PUNCHBOARDS**

COIN-OPERATED

Require coin-operated machine license, not wagering tax stamps.

**R. C. WALTERS MFG. CO.**  
4201 Norfolk St. Louis 10, Mo.

# WANTED SEEBURG M 100 A'S

ANY QUANTITY  
NOW DELIVERING

Genco Champion Genco Pool Table  
Genco Quarterback Chicago Coin Blinker Bowler  
Williams Bank Shot Chicago Coin Bullseye Bowler  
and all other late games

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.

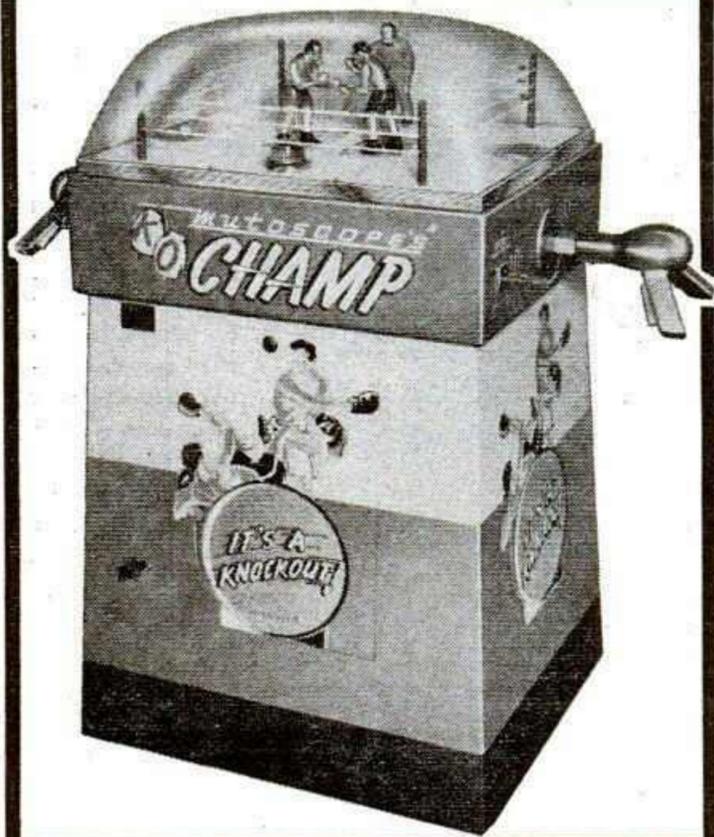
## TRIMOUNT

Remember  
IN NEW ENGLAND  
IT'S TRIMOUNT!

40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-3449

# YOU'RE A WINNER

with MUTOSCOPE'S  
**K.O. CHAMP**  
(Trade Mark)



TWO PLAYERS • ONE COIN • TWO FIGHTERS  
**COMPETITIVE PLAY  
AT ITS BEST**

Real ring action with as many knock-downs as skill will permit in one minute playing time.

A genuine skill game with strong appeal for fast, repeat play. Fighters can be moved forward, back or to the side for offensive or evasive maneuvers and triggers on handle enable individual operation of fighter's left and right arms. Animated referee plus sound effects add to K.O. Champ's exciting action.

5¢ or 10¢ play. Stunning cabinet. Simple mechanism. Solid construction. Transparent dome for visibility from all sides. PRICED RIGHT.

SEE AT YOUR DISTRIBUTOR or WRITE TO  
**INTERNATIONAL MUTOSCOPE CORP.**

Manufacturers of Amusement, Vending and Photographic Equipment

44-02 Eleventh Street, Long Island City 1, N. Y. Stillwell 4-3800

**Buyers' Guide**

• Continued from page 89

### Iowa Des Moines

Atlas Music Co., 221 Ninth St.  
Seeburg, Williams  
Peanut Products Co., 801 Second Ave.  
Northwestern  
Sandler Distributing Co., 110 11th St.  
Wurlitzer

### Oskaloosa

Harold P. Awes, 420 Market St.

### Kansas Wichita

United Distributors, Inc., 413 E. Central  
Wurlitzer, Keeney

### Kentucky Lexington

Southern Automatic Music Co., Inc., 1535  
Delaware Ave.  
AMI, Williams, United, Exhibit, Gottlieb

### Louisville

H. M. Branson Distributing Co., 811 E.  
Broadway.  
Rock-Ola, Bally, Keeney  
Co-operative Distributors, 234 W. Jefferson  
St.  
Wurlitzer  
Gardner-Lose, Inc., 2611 Hale Ave.  
Oak  
Paul Jones, 407 E. Kentucky  
Southern Automatic Music Co., 735 S.  
Brook St.  
AMI, Williams, Gottlieb, Exhibit, United  
S. L. Stibel Co., 635 W. Main St.  
Seeburg, Keeney

### Louisiana Gretna

Huey Distributing Co., 335 Huey P. Long  
Ave.  
Rock-Ola

### New Orleans

A.M.&F. Distributing Co., 3318 Tulane Ave.  
Crown Novelty Co., Inc., 920 Howard St.  
Keeney  
Delta Music Sale Co., 1019 Baronne St.  
Williams  
Dixie Coin Machine Co., 122 N. Broad St.  
AMI  
F. A. B. Distributing Co., 1019 Baronne St.  
Wurlitzer  
Lynch & Zander, 832 Baronne St.  
Seeburg  
New Orleans Novelty Co., 115 Magazine St.  
Bally, Exhibit

### Maryland Baltimore

General Vending Sales Corp., 237 W. Biddle  
St.  
Gottlieb, Exhibit  
Musical Sales Co., 140 W. Mount Royal  
Ave.  
Seeburg

### Hyattsville

Silent Sales System of Maryland, 4808  
Rhode Island Ave.  
Bally

### Massachusetts Allston

Redd Distributing Co., 298 Lincoln St.  
Bally, Keeney  
World Fair, Inc., of Boston, 188 Brighton  
Ave.  
Keeney

### Boston

Atlas Distributing, 1024 Commonwealth Ave.  
AMI  
J. J. Colombo & Co., 1119 Commonwealth  
Ave.  
Magnecord  
Northwestern Sales & Service, 1198 Tremont  
St.  
Northwestern  
Suesens Distributors, Inc., 1024 Commonwealth  
Ave.  
Trimount Coin Machine Co., 40 Waltham  
St.  
Seeburg, Williams, Gottlieb

### Fall River

Lavoie & Hillman, Inc., 2 E. Main St.  
Keeney

### Michigan Buchanan

Fabiano Amusement Co., 208 E. Dewey  
Ave.  
Rock-Ola

### Detroit

Angoff Distributing Co., 2616 Puritan Ave.  
Wurlitzer  
Brilliant Music Co., 19963 Livernois.  
Rock-Ola  
King Pin Distributing Co., 16109 Plymouth  
Rd.  
Bally  
Miller-Newmark Distributing Co., 5743 W.  
Grand River  
AMI, Williams, Keeney, Gottlieb,  
Exhibit  
Music Systems, Inc., 10217 Linwood Ave.  
Seeburg  
Rohr Sales Co., 9854 12th St.  
Northwestern

(Continued on page 92)

**COINMEN YOU KNOW**

• Continued from page 80

Al Allbrutten were in Tennessee at last report, with Bill Bolles covering New York State and Philadelphia. Paul Huebsch, general sales manager, was busy getting ready for Keeney's NAMA and NAAPB exhibits. Keeney greeted a large number of visitors during the week, including Nate Sugarman, son of Barney Sugarman, Runyon Sales Company.

A large delegation of local coinmen attended the Bar Mitzvah of Larry Blumenfeld, son of Mr. and Mrs. Irvin Blumenfeld, General Vending Sales Company, Baltimore. . . . Frank Mencuri, Exhibit Supply veeep, was back at the office during the week in the middle of his coast-to-coast sales trip. Visitors at Exhibit were Lou Dunis, Portland; Johnny Michaels, Seattle; Bill Happel, Los Angeles; Jack Bess, Richmond, Va., and Jose Romero, San Juan, Puerto Rico.

### Los Angeles

By JOEL FRIEDMAN

**EXPECT AMI SHOWING SOON.** Bill Happel, Badger Sales Company president, was due to return from Grand Rapids, Mich., this Sunday (11) with details of the new AMI phonograph to be introduced here shortly. No date for the showing has been set, tho it is expected to take place within the next two weeks. . . . The combination of intense smog and heat left Los Angeles' coin row literally deserted this past week, with many veteran distributors and operators reporting they have never seen the smog situation as bad. . . . Down at the Paul Laymon Company Charlie Daniels and Ed Wilkes were subjected to the worst of the smog, tho it hasn't deterred them from moving a good many ABC and Congress bowlers. . . . Hymie Rosenberg, H. Rosenberg & Company, reports a backlog of orders for the firm's Riviera conversion, with production being upped considerably to meet demand.

Al Silberman, Badger Sales Company, plays host to his brother Jack, visiting from Germany this week. Latter is a Judge Advocate with the Army in Western Germany. . . . Silberman plans a short vacation up to Las Vegas and San Francisco to celebrate the get-together, their first meeting in 10 years. . . . Joe Septic, Inglewood, and Tom Catana, Los Angeles, are new operator members of the California Music Merchants' Association. . . . Lyn Brown, Lyn Brown Company, is sporting a brand-new Chevrolet pick-up truck, tho this year's model is white as opposed to the fireman red truck he had last year.

Pool games garnered a tremendous amount of operator discussion last week, with the crowds growing at Minthorne Music to see the Exhibit Supply model. Ed Wisler, of the Minthorne staff, has apparently been practicing; he's taking on all comers and winning. . . . A carnival air prevailed at Minthorne all week, with the showrooms and street area decorated with pennants, flags and banners all heralding the new Seeburg phonograph. . . . Walter Hemple and George Nachtweil in visiting with Ben Chemers at the California Music Merchants' Association headquarters. Also Jess Herman, Jerry Jacobs, Glen Wolcott and Jeannie Bennett with the Penguins.

Homer RaZor returned from his trip to Denver where he attended the annual get-together of the original air-mail pilots group. . . . Jack Simon, Simon Sales Company, is busy shipping Arcade pieces this week. . . . Phil Robinson, Chicago Coin representative here, all fired up about the firm's new Blinker Bowler, with reports of excellent sales thruout the West. Operators in town last week included Joe Tamulonis, Banning; Jack Neel, Riverside; Bill Bradley, Covina; Pete Shupp, S. Gate; Gordon LeSuer, Twenty-Nine Palms; Charley Koski, Long Beach; Cecil Ellison, Lancaster, and Lela Smith, Barstow.

### Miami

By RAOUL SHAPIRO

**ROUTE CHANGES HANDS.** Willie Blatt, of Music Makers, announced that he has purchased Stoney Music Company which had been operated by Issie Stone. The entire route is located on Miami Beach. Willie says he intends to operate this route separate from his Music Makers' routes. . . . Art Daddis, district supervisor for Wurlitzer, visited Bush Distributing Company, Wurlitzer distributor. Art says he still can't get over the fact that August was such a wonderful month for business. Claims it was the best for any like period in the history of the Wurlitzer Company. And from all indications, September will be another record breaker.

Buddy Kaufman, of C&L, was asking a few of the boys what good in pop records. Buddy has always operated rhythm and blue locations and knows these records, but is smart enough to ask around on pops until he gets the feel of things. Another operator that is really hustling again is Bernie Morris Sr., of AA Amusement. Bernie's son Bernie Jr., had been running his music route all summer, but has gone up to Talahasee, where he is attending the University of Florida. So no dad has to work again. . . . Henry Stone is back from attending his mother's funeral in Los Angeles and is making the rounds talking up the virtues of the new Chart label.

H. C. McLarty, Key West Music Company, is keeping his location happy by giving them plenty of extended play records since switching over to 10-cent play. Claims it has paid off for him. The same sentiments were expressed by Oscar Garcia, of the same city. Meanwhile dime play is still being hotly argued here in Miami. . . . Sid Natha prexy of King Records, was here for a week or so. . . . Jo Hill actually tore herself away for a few days from the Miami branch. Binkley Distributing Company. Jo and her husband, George, are going up to Atlanta this Saturday (17) to see the University of Miami opponent for Bush Distributing Company, is off on another selling trip to the West Coast.

### Cincinnati

By ELEANOR BATTE

**THE AUTOMATIC PHONOGRAPH OWNERS' ASSOCIATION** resumes its regular monthly meetings October 11 at Hotel Sheraton Gibson. . . . Harold R. Horn has been appointed new manager at Globe Games Company. The company will continue the same policy heretofore. . . . Mr. and Mrs. Bill Harris, who own and operate the L. coln Music Company, Dayton, Ky., have returned from a two week vacation at Muskegon, Mich. Their son Bob accompanied them. The daughter Joy spent her vacation at the Girl Scout Little House, Jacksonville, Fla. . . . Ida Weiner, co-owner of B. W. Novelty Company had as her weekend guests her daughter and son-in-law, Lieut. Mrs. Louis J. Ullman, who are stationed at Chambersburg, Pa.

Joe Ash says . . .

When you compare quality with price. Active is never undersold

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.



Joe Ash says . . .

Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y veloneras (music machines) nuevas o reconstruidas listas para operacion.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30 FRemont 7-4495 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

Sales Sessions

Continued from page 84

M. Encherman, NATD director of public relations; Herbert M. Stein, Ronson Corp., Newark, N. J.; Michael Keith, Philip Morris, Inc.; Brinkman, and Bernard Gould, Associated Products, Inc., West New York, N. J.

Set to speak at the final day of the New York session are George Butman, Dearstye Brothers, Albany, N. Y.; Eugene Raymond, Cigar Institute of America; Alden James, P. Lorillard Co., New York, and Joseph Kolodny.

Atlantic City

Philip B. Schering, Curtiss Candy Co., Chicago, will open the first Atlantic City session. Others to speak that day include Samuel J. Smallman, I. Smallman & Sons, Inc., Paterson, N. J.; F. G. Carter, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.; L. E. Parkhurst, American Safety Razor Corp., New York; Ira Cucual, Retail Tobacco Dealers of America, New York; Francis W. Whelan, American Tobacco Co., New York; Bernard Sless, Bayuk Cigars, Inc., Philadelphia, and Francis Cronin, Costello Brothers, Inc., Providence.

Speakers on the final day will be John Griffin, Joseph P. Manning Co., Boston, and W. M. Howard, Diamond Match Co., New York.

U. S. Hoffman

Continued from page 84

world's largest producers of laundry and dry cleaning equipment. Divisions, of which Apco will be the newest, include Air Appliance, Industrial Filtration, Hygrade Metal Finishing, Ordnance Equipment and Ordnance Manufacture. It also has holdings in Switzerland, France, Germany, Italy, Holland, Spain and Sweden. Other company properties are Maguinas Hoffman, Ltd., Argentina, and Canadian Hoffman, Canada.

Financing is handled by the Hoffman Machinery Acceptance Corporation, a wholly owned factoring organization.

The acquisition by Hoffman will provide Apco with opportunities for expansion and development of new equipment. Kresberg indicated that, as a result of the transaction, several major moves will be undertaken by Apco within the next few months.

Industry observers were wondering this week whether the Apco-Hoffman deal will mark the beginning of a trend which will see major industrial firms include automatic merchandising in their diversification patterns.

AD MEN of every kind ENDORSE THE BILLBOARD as a top selling force

SPECIALS

POOL GAMES

Distributors for All Makes THE HOTTEST PIECE ON LOCATION TODAY Phone! Wire! Write!



COIN-O-RAMA

- Seeburg M100B-100 Selection -45 rpm \$485
BINGOS
Surf Club \$225
Hi-Fi \$235
Nevada \$225
Beach Club 175
Beauty \$140
Palm Beach 100
Yacht Club 95
Atlantic City 95
Spot Light 70
10 Player 95
Keeney 6 Player 75
SHUFFLE GAMES
Un. Mars \$375
Un. Mercury \$355
Un. Leader 225
Un. Team 225
Un. League 225
Un. Chief 225
Un. Royal 190
Un. Olympic 125
Un. Classic 135
Un. Deluxe 65
Genco Match Pool 145
Genco Shuffle Pool 95
SHUFFLEBOARD SUPPLIES
Shuffleboard Game Wax, Case (12) \$ 3.50
Pucks (Set of 8) 12.00
Fast Wax, Case (12), 4.50
Score Sheets, 10 Pads, 7.50
Fluorescent Lights, Pr. 22.50
Adjusters, 18.50

PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

"A REAL MONEY-MAKER?"

EXHIBIT'S SKILL POOL

Never before has any coin-operated game caught on so rapidly!

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

- THUNDERBOLT \$425
TRIPLE STRIKE 425
FLASH 275
STARLITE 275
SUPER FRAME 250
ADVANCE 195
TRIPLE SCORE 125
DOUBLE SCORE 95
10TH FRAME 75
UNITED
MARS DELUXE \$395
MERCURY 365
BANNER 315
ACE 275
TEAM 245
LEAGUE 195
IMPERIAL 195
CHIEF 245
ROYAL 175
OLYMPIC 135
OFFICIAL 75
DELUXE 75
GENCO
MATCH POOL \$135
SHUFFLE POOL 85
KEENEY
CENTURY \$295
BIKINI 275
DIAMOND 225
PACEMAKER 165
DOMINO 125
CARNIVAL 110
CLUB 10 PLAYER 95
6 PLAYER 75

COUNTER GAMES

- NEW
Binks ZIPPER-Special \$29
FIRST-Conditioned KICKER & CATCHER \$29
A.B.T. CHALLENGER 25

TARGET GUNS

EXHIBIT NEW TREASURE COVE

- FIRST-Conditioned
500 GALLERY \$355
SPORTLAND S.G. 265
SHOOT GALLERY 175
JET GUN 125
GUN PULL 95
SIX SHOOTER 95
SILVER BULLETS 95
DALE GUN 65
UNITED
WILD WEST \$425
RIFLE GALLERY 215
SKY GUNNER 145
GENCO
CARNIVAL DELUXE \$305
SEEBURG
COON HUNT \$215
SHOOT THE BEAR 150
CHICKEN SAM 95

ARCADE

- GENCO 2-PLAYER BASKETBALL \$275
Wms. ALL STAR BASEBALL 155
MIDGET MOVIES 145
C.C. 4-PLAYER DERBY 135
TELEQUIZ with film 115
C.C. BASKETBALL 95
JACK RABBIT 95
C.C. GOALEE 95
Evans TEN STRIKE 85
SILENT SALESMAN CARD VENDOR 35
NEW EX. VACU-MATIC CARD VENDOR .WRITE!

- Exclusive Distributors for CHICAGO COIN
BLINKER BOWLER
BULL'S EYE BOWLER
HOLLYWOOD BOWLER
SCORE-A-LINE BOWLER
EXHIBIT SUPPLY SKILL POOL
Exclusive Distributor for Illinois
BINGO'S BALLS
Bally MIAMI BEACH United PIXIE
FIRST-Conditioned
SURF CLUB \$235
PALM SPRINGS 225
HI FI 225
DUDE RANCH 195
BEACH CLUB 175
BEAUTY 150
YACHT CLUB 100
PALM BEACH 100
CONEY ISLAND 85
SPOT LIGHT 85

FIRST COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Joe Kline & Wally Finke Dickens 2-0500

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

COVEN'S COIN MACHINE Round Up. WALL SPEAKERS . . . AVAILABLE IN CONTEMPORARY OR MODERN DESIGN. Acoustically engineered for PEAK PERFORMANCE. Natural or limed oak finish. PACKED TWO (2) to the carton \$11.95 In lots of dozen or more \$11.45

Table with columns for SEEBURG, WURLITZER, AMI, and ROCK-OLA models and prices.

EXPORT INQUIRIES INVITED COVEN MUSIC CORPORATION 3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210

CUE-STAR by Fischer GET QUALITY GET EXPERIENCE GET THE BEST . . . FOR LESS See the others; then you'll buy Fischer's SENSATIONAL POOL GAME

### MONARCH RECONDITIONED BUYS

BINGOS	BOWLERS	CIGARETTE MACHINES
United Rio .....\$135	Un. Banner .....\$315	Uneeda 15 Col. ....\$65
United Nevada ..... 195	Un. DeLuxe Mars ..... 345	Uneeda 9 Col. .... 45
United Tropicana ..... 250	Chicoin Thunderbolt .. 400	Uneeda 8 Col. .... 35
Bally Bright Lights ..... 80	Keeney Palisades ..... 435	Rowe 10 Col. .... 45
Bally Coney Island ..... 85		DuGrenier 7 Col. .... 45
Bally Bright Spot ..... 95	<b>SKEE-SKILLS</b>	DuGrenier 9 Col. .... 45
Bally Atlantic City ..... 95	Un. DeLuxe Targette ..\$325	DuGrenier 11 Col. .... 85
	Un. DeLuxe Comet ..... 345	

CHARLEY PIERI  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill.  
 Write for Latest List  
 Lincoln 9-3996-7-8

NAUGATUCK, Conn., Sept. 17:—Peter Paul, Inc., manufacturer of Mounds and Almond Joys, has entered the 1-cent vending field with Walnettos, Coconettos and Chocolettos.  
 The items are packed 100 pieces to the box, 32 boxes to the case, and are designed to fit the channels of most penny vending machines.

## Coin Machine Buyers' Guide

Continued from page 90

### Grand Rapids

AMI Distributing Co., 540 S. Division Ave. AMI  
 Miller-Newmark Distributing Co., 42 Fairbanks St., N. W.  
 AMI, Williams, Gottlieb, Keeney, Exhibit

### Kalamazoo

King Pin Equipment Co., 826 Mills St. Bally

### Lansing

Musle Systems, Inc., 1224 Turner Ave. Seeburg

### Monroe

Monroe Coin Machine Co., 2225 Pleasantview, Detroit Beach

### St. Joseph

AMI Distributing Co., 818 Main St. AMI

### Minnesota Minneapolis

Lieberman Music Co., 257 Plymouth Ave., N.  
 AMI, Exhibit, Williams, Magnecord, Bally, Gottlieb  
 S. L. London Music Co., Inc. 2607-5 Hennepin Ave.  
 Seeburg, Keeney, Gottlieb, Williams  
 Sandler Distributing Co., 405 Plymouth Ave., N.  
 Wurlitzer  
 Vend-All Distributing Co., 816 W. 36th St.  
 Northwestern, Oak

### St. Paul

Automatic Games Supply Co., 302 University Ave.  
 Keeney  
 La Beau Novelty Sales Co., 1946 University Ave.  
 Rock-Ola  
 Mayflower Distributing Co., 2218 University Ave.  
 United

### Mississippi Jackson

Capitol Music Co., 135 E. Amite St. Rock-Ola

### Missouri Kansas City

Bernard K. Bitterman, 4709 E. 27th St. Northwestern  
 Mid-West Distributors, 709 Linwood Blvd. Wurlitzer, Keeney  
 Uni-Con Distributing Co., 3410 St. Rock-Ola, Williams, Bally  
 W. B. Music Co. Inc., 2900 Main St. Seeburg, Exhibit, Keeney, Gottlieb

### St. Louis

Brandt Distributing Co. Inc., 1809 Olive St. Wurlitzer  
 Central Distributing Co., 2315 Olive St. AMI, United, Bally, Williams  
 Morris Novelty Co., 3007-09 Olive St. Bally, Gottlieb  
 J. Rosenfeld, 3218 Olive St. Rock-Ola  
 W. B. Distributing, Inc., 1012 Market St. Seeburg, Gottlieb, Keeney

### Montana Butte

H. R. Brinck, 825 E. Front St. Rock-Ola

### Nebraska Omaha

Central Music Distributing Co., Inc., 1209 Douglas.  
 Wurlitzer, United  
 H. Z. Vending & Sales, Inc., 1205 Douglas St.  
 Rock-Ola, Oak, Gottlieb, Williams  
 Lieberman Music Co., Inc., 809 S. 25th St. AMI  
 Peanut Products Co., 910 Harney St. Northwestern

### New Jersey East Orange

Electrovox Co., Inc., 60 Franklin St.

### Elizabeth

Ike Gordon, 610 Salem Ave.  
 Seacoast Distributing, Inc. 1200 North Ave. Rock-Ola, Oak

### Newark

Atlantic New Jersey Corp., 772 High St. AMI, Bally, Keeney  
 Irving Morris, Inc., 47 Stanton. Gottlieb  
 R. & Y. Novelties, 131 Clinton. Williams  
 Runyon Sales Co., 221 Frelinghuysen St. AMI, Bally, Keeney

### Trenton

Runyon Sales Co., Inc., 345 South Warren St. AMI

### New Mexico Albuquerque

Border Sunshine Novelty Co., 2919 N. Fourth St. Rock-Ola  
 Vending Machines & Supply Co., 208 S. Vassar.

### New York Albany

Bilotta Distributing Corp., 1120 Broadway. Wurlitzer, Bally, Williams  
 Davis Distributing Corp., 1056 Broadway. Seeburg  
 Soundies Distributing Co., 83 Pinewood Ave.

### Brooklyn

Herman Distributing Co., 1505 Coney Island Ave.  
 Pioneer Vending Service, 590 Albany Ave.  
 U-Need-A-Enterprises, Inc., 26 Court St.  
 Uneeda Vending Service, 250 Meserole St.

### Buffalo

Century Distributing, Inc., 1221-23 Main St. Wurlitzer  
 Conrad Sales, 47 W. Tupper St.  
 Davis Distributing Corp., 875 Main St. Seeburg  
 Runyon Sales Co., 881 Main St.  
 Sheldon Sales Co., 881 Main St. AMI, Bally

### Long Island City

Spacarb New York Distributors, Inc., 45-35 39th St.

### Newark

Bilotta Distributing Co., 224 N. Main St. Wurlitzer, Bally, Williams

### New York City

American Steel Export Co., 347 Madison Ave. Seeburg  
 Atlantic New York Corp., 583 10th Ave. Seeburg  
 Bechofer Bros., Inc., 25 Beaver St.  
 Karl Guggenheim, Inc., 33 Union Sq.  
 Herman Distributing Co., 615 10th Ave.  
 Koepfel Distributing Co., 629 10th Ave.  
 Mondial Commercial Corp., 425 W. 42d St. Williams, Exhibit  
 National Amusement Co., 585 10th Ave. Williams  
 Northwestern Sales & Service Co., 446 W. 36th St. Oak  
 Runyon Sales Co., 593 10th Ave. AMI, Bally, Keeney  
 Seaboard New York Corp., 583 10th Ave. Gottlieb  
 Dave Simon, 627 10th Ave. United  
 Young Distributing Co., 599 10th Ave. Wurlitzer

### Rochester

Davis Distributing Corp., 317 Alexander St. Seeburg

### Syracuse

Balle Distributing Co., 647 South West St. Davis Distributing Corp., 738 Erie Blvd., East. Seeburg  
 Rex Coin Machine Distributing Co., 821 Salina St. Bally, Williams

### North Carolina Charlotte

Brady Distributing Co., 522 E. Trade St. Wurlitzer  
 LeStourgeon Distributing Co., 2828 South Blvd. Rock-Ola  
 Music Distributing, Inc., 801 S. Cedar St. Seeburg

### Durham

Steel Music Co., 218 E. Parrish. AMI

### Fayetteville

Music Distributors, Inc., 213 Franklin St. Seeburg

### Raleigh

Bishop Music Co., 2003 Wake Forest Rd. Bally

### Shelby

Cline Motors, 113 N. Washington St. Bally

### Ohio Canton

Ohio Vending Co., 1214 Raff Rd., S.W. Northwestern, Oak

### Cincinnati

Bigner, Inc., 1983 State Ave. Keeney  
 Marmer Distributing Co., 300 W. Court St. Bally, Rock-Ola  
 Shaffer Music Co., 1200 Walnut St. Seeburg  
 Southern Automatic Music Co., 1000 Broadway. AMI, Gottlieb, Williams, Exhibit, United  
 T. & L. Distributing Co., 1663 Central Pkwy. Wurlitzer

### Cleveland

Cleveland Coin Machine Exchange, 2029 Prospect Ave. AMI, United, Oak  
 Lake City Amusement Co., 4533 Payne Ave. Rock-Ola  
 Music Systems, Inc., 2600 Euclid Ave. Seeburg  
 Northern Music, Inc., 2006 Prospect Ave. Wurlitzer

(Continued on page 94)

**Davis**  
 Guarantee  
 • Mechanism Overhauled  
 • Worn Parts Replaced  
 • Amplifier Reconditioned  
 • Speaker Inspected  
 • Tonehead Renewed  
 • Cabinet Professionally Refinished

### EXPORT & AMERICAN BUYERS! DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED MECHANISMS ARE STEAM CLEANED

Telephone—Wire—or Write us your order.  
 1/3 Deposit Required.  
 The following models are available for prompt shipment:

SEEBURG	WURLITZER	ROCK-OLA	AMI
148ML .....\$129	1400-1450 .....\$325	1428 .....\$119	A .....\$115
M100A ..... 340	1500 ..... 325	1436 Fireball, 120 Selections.... 335	D-40 ..... 275
M100B ..... 495	1550 ..... 325		
M100C ..... 625	1550A ..... 395		
HM100A HIDEAWAY ..... 275	1650 ..... 395		
H146 HIDEAWAY ..... 50			
H147 HIDEAWAY ..... 65			
H148 HIDEAWAY ..... 75			

### WALL BOXES

WURLITZER 104 Selections (5204), like new	\$49.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
WURLITZER 219 Steppers	14.95
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95

PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

### WORLD EXPORT

### WESTERN EXPORT

### DISTRIBUTING

**Davis**

**vis**

**JIS**

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East  
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Announcing...

to all our friends!

the New  
 "ATLANTIC  
 CORNER"

Atlantic New York Corporation  
 has moved to bigger and better headquarters  
 where we have greatly expanded our offices,  
 showrooms, Parts and Accessory departments  
 to serve you better, quicker and more  
 efficiently than ever before!

Please make a note of

our **NEW** address

**ATLANTIC NEW YORK CORPORATION**

Exclusive SEEBURG Distributors

843-849 Tenth Avenue at W.56th st.

...and our NEW phone number is PLaza 7-3140

when answering ads . . .  
 SAY YOU SAW IT IN THE BILLBOARD!

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 20—California Music Merchants' Association, Los Angeles division, monthly meeting, Los Angeles.

September 21—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

September 24—Texas Association of Tobacco Distributors, annual convention, Hotel Adolphus, Dallas.

September 29-October 1—Indiana Tobacco and Candy Distributor's Association, eighth annual convention, Hotel Clayton, Indianapolis.

October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 10—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

October 13—Massachusetts Music Operators' Association, monthly meeting, Boston.

October 11—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

October 12—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

October 17—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

October 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.

November 6-9—Popcorn and Concession Industries' Convention and Exhibition, Morrison Hotel, Chicago.

November 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.

## Music Op Assn. Eyes Own Record One-Stop

DETROIT, Sept. 17. — The United Music Operators of Michigan is preparing to enter the record one-stop business.

During the association's first anniversary meeting here last Friday, operators voted unanimously to put into action a program calling for a record one-stop owned and operated by UMO.

According to Roy Small, conciliator, UMO members agreed that a

co-operative owned operator record outlet would offer local operators better service than now available, and at the same time give the organization some finances with which to work.

Small declared: "The existing one-stops do try to meet the needs of the trade, but too often operators are forced to travel from one establishment to another in search for a particular record. We believe we can give our members better service on all records."

Before the meeting ended, UMO President James Jeffrey, of Jeff's Music Company, appointed a three-man committee to find a suitable site for the one-stop outlet. Named to the committee were Lou Fisher, chairman, Ed Carlson and Small.

**WANTED TO BUY**  
GOTTLIEB 4 PLAYER SUPER JUMBOS  
QUOTE BEST PRICE  
**REDD MUSIC CO.**  
115 Central Ave. Laurel, Miss.

**FOREIGN BUYERS**  
We Are Export Specialists

Ask for our special price lists on reconditioned equipment.

**INTERNATIONAL AMUSEMENT CO.**  
1423 SPRING GARDEN STREET

We Have for IMMEDIATE DELIVERY the following **BALLY HITS**  
ABC Bowler  
Congress Bowler  
Jumbo Bowler  
King Pin Bowler  
Miami Beach In-Line

**SCOTT-CROSSE COMPANY**  
Rittenhouse 6-7712 PHILADELPHIA 30, PA.

### COIN MACHINE PARTS AND SUPPLIES

Game Parts	Phonograph Parts	Coin Machine Supplies
Non-Magnetic Balls, Ea. . . . . \$ .65	8" PM Speakers, Ea. . . . . \$5.35	Steel Contact Files, Ea. \$ .10
Live Rubber Rings, 3/4", Per C . . . . . 1.75	8" Baffles, Ea. . . . . 4.05	Flex-Stone Contact Files, Ea. . . . . .10
Wht. Live Plunger Tips, Per C . . . . . 2.95	Music Caster—4 to Set, Set . . . . . .95	Contact Adjusters, Ea. . . . . .19
L-Shaped Gate Springs, Per C . . . . . 1.50	Wurlitzer Star Wheels, Ea. . . . . .33	Wen Instant Soldering Gun, Ea. . . . . 5.95
Polished Chrome Pucks, Reg. Ea. . . . . 1.49	Volume Control Keys, Doz. . . . . .49	Oilette Lubricator, Ea. . . . . .89
New Over-Size Pucks, Ea. . . . . 2.95	Phono Decal Covers, Sheet . . . . . 3.05	Tubular Coin Wrappers, Per M . . . . . .75
Leg Levelers, 4 to Set, Set . . . . . .75	Title Strips—500 to Box . . . . . 2.75	Collection Books, Ea. . . . . .08
Asst. Silver Contact Points, Per C . . . . . 2.65	Astatic & Shure Pick-Ups . . . . . 40% Off	Aluminum Nickel Stackers, Ea. . . . . 1.25
Plastic Flippers, Ea. . . . . .12	Amplifier Tubes . . . . . 50% Off	1/2 Plastic Coin Stacker, Ea. . . . . .15
Plastic Flipper Buttons, Ea. . . . . .12	Wurlitzer Cancel Coil, Ea. . . . . 2.95	7 Lbs. Asst. Hardware w/Tool Box, Ea. . . . . 2.49
Glass for Pin Games, Case . . . . . 22.50	Permo-Point Needles, PPI, PPS or PPS, Ea. . . . . .33	Plastic Handle Screw Driver w/Clip, Ea. . . . . .10
Glide-Rite Bowler Wax, Doz. . . . . 3.30	F52 or F54 Starters, Per C . . . . . 13.00	Soft Rubber Cube Taps, Ea. . . . . .19
Chgo. Miniature Lamps, #51 or #55, Per C . . . . . 5.50	Headquarters for all TELEQUIZ Parts. Your \$\$\$ buys more at CHAMPION—All parts guaranteed. If you haven't already received our latest Coin Machine Parts and Supplies Catalog, write for your copy today.	Spring Action Rubber Male Plugs, Per C . . . . . 6.49

**Champion Distributing Company**  
3741-43 W. GRAND AVE. CHICAGO 51, ILLINOIS  
PHONE: ALBANY 2-3272

# Keeneys' FASCINATION DELUXE POOL TABLE

**Gets you "on the ball"—with the best of all!**

**Celeste Ravel**  
MISS ILLINOIS 1954-55  
scoring a winner

*Quiet IN OPERATION*

*Luxurious CABINET*

**STANDARD CUE 48" LONG**

*Check These Features:*

- Perfect operating Ball Release can't be cheated
- 2 Coins • 2 to 4 Players
- Perfectly squared to entice the professionals
- Green, rubber backed felt
- Simple coin mechanism
- Conventional cushions
- Self-contained Cue Holder
- Rugged, durable construction



Mahogany grained moulding—Cork finish body and legs  
Size: 52" L. x 36" W. x 32" H.

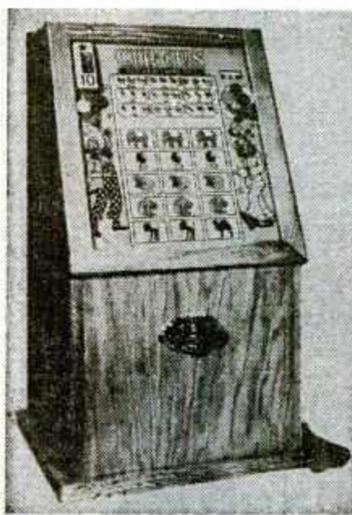
**Order from your Keeneys Distributor NOW!**

**J. H. Keeneys & CO. INC.**  
2600 W. FIFTIETH STREET, CHICAGO 22, ILLINOIS

## CIRCUS PROVIDES LOCATIONS WITH

# New Life! New Look!

**IT'S EYE APPEALING  
FUN TO PLAY  
PROVEN  
MONEY-MAKER**



**FEW TERRITORIES STILL AVAILABLE. WRITE FOR DETAILS.**

**DON'T DELAY . . . PLACE YOUR ORDER TODAY!**

**WRITE OR PHONE**

**UNITED DISTRIBUTING**  
800 S. 18th STREET MATTOON, ILLINOIS  
PHONE: 2266

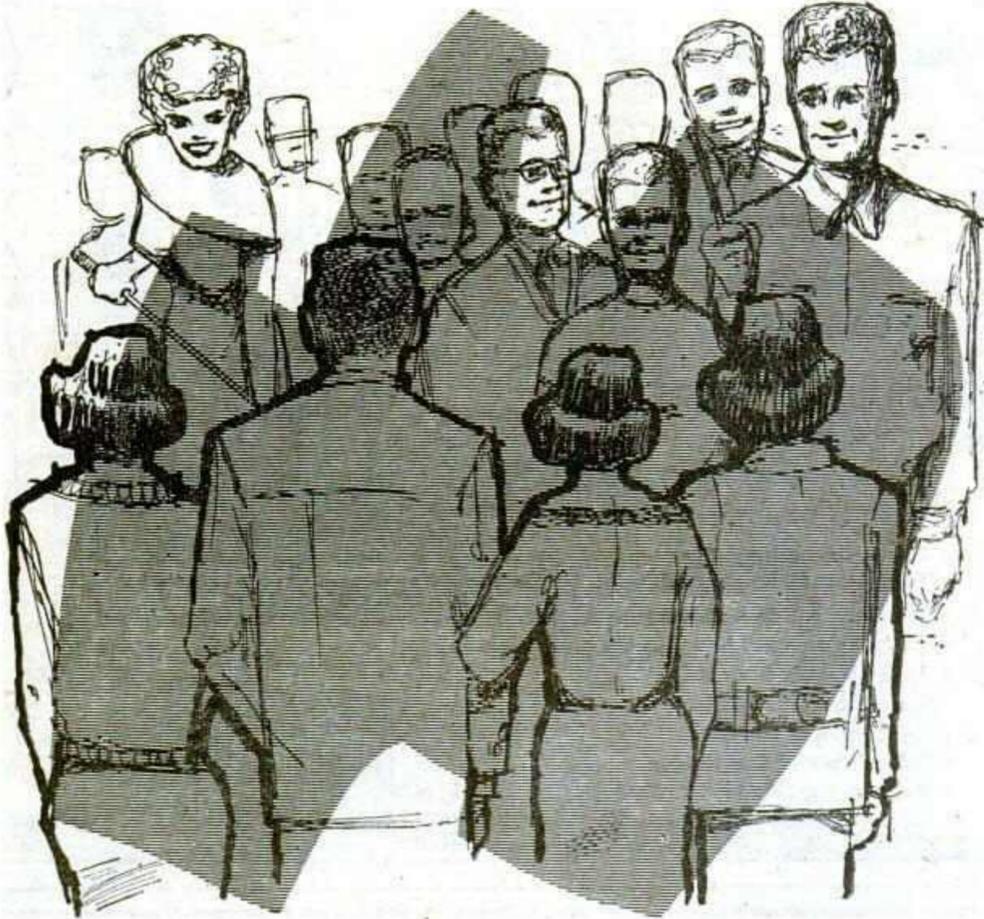
**OUTSTANDING FEATURES INCLUDE:**

- Location Tested
- Mechanically Sound
- A Real Money-Maker
- Electric Replay Counter
- Especially designed for locations demanding liberal replay
- Natural Oak Cabinet. Occupies less space than ordinary Pin Tables. Cabinet also doubles for convenient storage
- Trouble-free Electrical Mechanism
- Large Cash Box
- Circus is available, with or without cabinet



Your American Red Cross Is Always There After Disaster Strikes

# Where Crowds Gather...



**YOU CAN BE SURE  
THERE'S EXCITEMENT  
—AND—THAT'S JUST  
WHAT HAPPENS WHEN  
EXHIBIT'S "SKILL POOL"  
MOVES INTO A LOCA-  
TION!**

**"SKILL POOL" has turned into the  
hottest, most wanted game we have  
ever seen. It's a MONEY-MAKER  
that's setting new highs every day.**

**While others are just TALKING,  
Exhibit is DELIVERING "SKILL  
POOL"... the game that costs you  
money if you don't have it on loca-  
tion today.**

**Call or wire your nearest distrib-  
utor. Get quick delivery on a real  
MONEY-MAKER.**

## EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

## Coin Machine Buyers' Guide

• Continued from page 92

### Columbus

Central Ohio Coin Machine Exchange, 525 S. High St. United  
Northern Music, Inc., 622 W. Broad St. Wurlitzer  
Shaffer Music Co., 849 N. High St. Seeburg

### Springfield

Pettierew Supply Co., 405-07 Mitchell Bldg.

### Toledo

Cleveland Coin Machine Exchange, 1827 Adams. AMI, United  
Art Graeff, 3121 Stratmoor Ave. Northwestern, Victor  
Music Systems, Inc., 1302 Jackson Ave. Seeburg

### Youngstown

Dixon Distributors, 3808 Southern Blvd.  
J. M. Novelty Co., 5534 Mahoning Ave. Rock-Ola, Keeney

### Oklahoma Oklahoma City

Atkins Music Co., 233 S.W. 29th St. Bally  
Boyle Amusement Co., 522 N.W. Third St. Copeland Distributors, 900 Northwestern. AMI  
Culp Distributing Co., 614-16 W. Grand Ave. Wurlitzer, Exhibit, Bally, Williams, United  
Dickson Distributing Co., 631 W. California Ave. Seeburg, Keeney

### Tulsa

Walbox Distributing Co., 16 N. Main St. Bally

### Oregon Portland

Dunis Distributing Co., 1003 S.W. Front St. AMI, Bally, Exhibit  
R. F. Jones Co., 1200 S.E. Morrison St. Seeburg, Keeney, Bally  
Welsh Music Co., 321 S.E. Hawthorne. Western Distributors, Inc., 1226 S.W. 16th Ave. Rock-Ola, United

### Pennsylvania Harrisburg

D. & L. Coin Machine Co., 160 S. 10th St. Bally

### Lansdowne

Roy Torr, 30 Runnemede.

### Philadelphia

Active Amusement Machine Co., 666 N. Broad. Wurlitzer, Gottlieb  
Atlantic Pennsylvania Corp., 334-7 N. Broad St. Seeburg  
Banner Specialty Co., Second St. & Girard Ave. AMI, United  
Rake Coin Machine Exchange, 609 Spring Garden St. Northwestern  
David Rosen, Inc., 855 N. Broad St. S. & K. Distributing Co., 808 N. Broad. Rock-Ola  
Scott-Crosse Co., 1423 Spring Garden. Bally

### Pittsburgh

Atlas Music Co., 2219 Fifth Ave. Seeburg, Bally  
Atlas Novelty Co., 2231 Fifth Ave. Bally  
B. D. Lazar Co., 1635 Fifth Ave. Rock-Ola, Bally, Williams, Gottlieb  
Music Distributing Co., 2001 Fifth Ave. Wurlitzer, Keeney  
Sidmor Vending Co., 2317 Fifth Ave. Northwestern

### Scranton

Raseh Novelty Co., 142 Adams St. Bally  
Scott-Crosse Co., 821 W. Lackawanna Ave. Bally

### Wilkes-Barre

Roth Novelty Co., 54 N. Pennsylvania Ave. Wurlitzer

### South Carolina Columbia

Friedman Amusement Co., 2007 Main. AMI, Northwestern  
T. B. Holiday Co., 727 Main St. Exhibit, Bally, United  
Peach State Music Co., 911 Gervais St. Wurlitzer  
Sparks Specialty Co., 2608 Main St. Seeburg

### Darlington

Darlington Music Co., 132 N. Main St.

### Tennessee Chattanooga

Dixie Amusement Co., 912 Houston St.

### Jackson

Capitol Music Distributing Co., 135 E. Amite St. Rock-Ola

### Johnson City

Coin Automatic Music Co., 241 W. Main St. Rock-Ola, Exhibit, Bally, United

### Memphis

S. & M. Sales Co., Inc., 1074 Union Ave. Sammons-Pennington Co., 1049 Union St. Seeburg  
Southern Amusement Co., 628 Madison Ave. AMI, Bally, Keeney, Oak  
Williams Distributing Co., Inc., 1117 Union Ave. Wurlitzer, Williams, Bally, United

### Nashville

Cain-Callouette, Inc. 1502 Broadway. Hermitage Music & Novelty Co., 423 Broad St. AMI, Bally  
Rock City Amusement Co., 125 N. Sixth Ave. Wurlitzer  
Sanders Distributing Co., 415 Fourth Ave. South. Rock-Ola, Bally  
S. L. Stiebel Co., 313 Seventh Ave. Seeburg, Keeney  
Frank Swartz Sales Co., 515-A Fourth Ave. Exhibit, United  
Tommy's Distributing Co., 517 Fourth Ave. South. Keeney

### Texas

#### Dallas

Commercial Music Co., Inc., 1550 Edison. Williams, United, Exhibit

#### El Paso

Reichel Distributing Co., 1212 N. Copia St. Keeney, Bally

#### Houston

City Music Co., 1203 Milby St. United  
Champion Automatic Horse Co., 3804 Travis St. Bally  
S. H. Lynch & Co., 910 Calhoun St. Seeburg  
Steele Distributing Co., 3300 Louisiana. Wurlitzer  
R. Warncke Co., 3445 Leiland. AMI

#### Mineral Wells

Wallace Distributing Co., 205 N.E. First Ave. AMI

#### San Antonio

Commercial Music Co., 1415 S. Flores St. Wurlitzer, Williams, United, Exhibit  
S. H. Lynch & Co., 414 Dolorosa. Seeburg  
Phono-Vend of Texas, 1023 Basse Rd. Rock-Ola  
United Amusement Co., 446 N. Main. R. Warncke Co., 121 Navarro St. AMI

#### Utah

##### Salt Lake City

R. F. Jones Co., 127 E. Second St. South. Seeburg, Bally, Keeney  
Dan Stewart Co., 140 E. Second St. South. United  
Western States Distributing, 177 E. Second St. Williams, Magnecord

#### Virginia

##### Bristol

O'Connor Distributors, Inc., 2320 Main. Wurlitzer

##### Richmond

Roanoke Vending Machine Exchange, 4930 W. Broad St. Exhibit, Bally, Keeney  
Wertz Music Supply Co., 1013 E. Cary St. Rock-Ola, Magnecord

##### Roanoke

Roanoke Vending Machine Exchange, 3110 Williams Rd., S.E. Exhibit, Bally, Keeney

#### Washington

##### Seattle

Dunis Distributing Co., 100 Elliott St. West. AMI, Bally, Exhibit  
R. F. Jones Co., 2600 Second Ave. Seeburg, Keeney  
Northwest Sales, 3144 Elliott Ave. Wurlitzer  
Western Distributors, Inc., 3126 Elliott Ave. Williams, United

#### Spokane

Dunis Distributing Co., 906 W. Second St. AMI, Bally, Exhibit

#### West Virginia

##### Charleston

Cruze Distributing Co., 105 Virginia St. West. Wurlitzer  
Roanoke Vending Machine Co., 118 W. Washington. AMI

##### Huntington

Union Sales Co., 409 N. Adams. Patterson Food Products Co., 1343 10th Ave. Northwestern

**Wheeling**

Allan Sales, Inc., 928-930 Market St. Bally  
Ohio Valley Coin Machine, 2129 Main St. Keeney

**Wisconsin Green Bay**

Badger Sales Co., 1575 Kimball, Keeney  
Union Sales Co., 409 N. Adams.

**Milwaukee**

Badger Novelty Co., 2546 N. 30th St. Northwestern  
S. L. London Music Co., Inc., 3130 W. Libson Ave.  
Seeburg, Williams, Gottlieb, Keeney, Exhibit  
Vie Manhardt Co., Inc., 1705 W. Clybourn St.  
Faster Distributing Co., 2606 W. Fond du Lac St.  
AMI, Bally, United  
United, Inc., 4227 W. Bliet St. Wurlitzer

**CANADA British Columbia Vancouver**

R. C. Gilchrist, Ltd., 2487 Commercial Dr. Seeburg  
Siegel Distributing Co., Ltd., 638 E. Hastings Williams

**Manitoba Winnipeg**

Allan Pullmer Co., 145 Scotia St. AMI  
Winnipeg Coin Machine, 692 Main St. West.

**Ontario Ottawa**

Regent Vending Machines, Ltd., 779 Bank St.

**St. Thomas**

St. Thomas Coin Sales, Ltd., 669 Talbot St.

**Toronto**

Donald Fielding & Co., 736 Yonge St. Gottlieb  
Kirke Novelty Co., 225 E. King St.  
Siegel Distributing Co., Inc., 637 Yonge St. Bally  
Toronto Trading Post, Ltd., 736 Yonge St. AMI, Bally

**Windsor**

Donald Fielding & Co., 1106 Hall Ave. Bally

**Quebec Montreal**

Laniel Amusement, 1807 Notre Dame, West. AMI, Bally, Williams, Gottlieb  
R. C. Gilchrist, Ltd., 1316 Notre Dame, West.  
Lawrence Novelty Co., 540 Boucher St.  
Siegel Distributing Co., Ltd., 2095 Notre Dame, West.

**Newfoundland St. John's**

William Pound Agencies, 68 Water St. Rock-Ola

**COIN MACH. PARTS AND SUPPLIES Alarm Systems**

Automatic Alarm, 2418 E. 57th St., Brooklyn 35, (Burglar alarms)  
Auto-Matic Alarm Systems, 2311-15 Indiana Ave., Chicago 16, (Burglar alarms)  
Vendalarm, Inc., 12721 Chandler Blvd., North Hollywood, Calif. (Burglar alarms)

**Bookkeeping Aids**

Baltimore Salesbook Co., 120 West 42d St. New York 36, (Collection books, contract forms)

**Chutes**

The Monarch Tool & Manufacturing Co., 5 E. Third St., Cincinnati 2, (Push-type coin chute; drop chute)  
Self-Lok Corp., 37-37 57th St., Woodside 77, N. Y., (Chutes)

**Coin Boxes**

F Products, Box 84, Sabetha, Kan. (Coin box storing miscellaneous denominations)  
Johnson Fare Box Co., 4619 N. Ravenswood, Chicago 40, (Self-locking cash box)  
Self-Lok Corp., 37-37 57th St., Woodside 77, N. Y.

**Coin Changers, Coin Mechanisms**

B. T. Manufacturing Corp., 715 N. Kedzie, Chicago  
National Rejectors, Inc., 5100 San Francisco, St. Louis 15.

**Coin Handling Equipment**

Abbott Coin Counter Co., 143 144th St., & Wales Ave., New York 54, (Coin counter wrappers)  
Brandt Automatic Cashier Co., 515-517 First St., Watertown, Wis. (Coin counter-packager, coin sorter-counter, coin wrapper)  
Coin Scoop Co., 21 Guilford Ave., Baltimore 2, (Coin scoops)  
Debo Equipment Co., 19 W. 34th St., New York, (Coin counter)  
Globe Distributing Co., 1623 N. California Ave., Chicago, (Coin sorter, counter, wrapper)  
Idea Manufacturing Co., Inc., 650 N. Kedzie Ave., Chicago 12, (Cash & coin bags)  
Johnson Fare Box Co., 4619 N. Ravenswood, Chicago 40, (Coin counter, sorter-counter, wrapper)  
King Koin Sorter Co., P. O. Box 1576, Omaha, 8, (Coin sorter)  
Klopp Engineering, Inc., 35551 Schoolcraft Rd., Livonia, Mich. (Manual and electric coin counter-packager, coin sorter)  
Royal Machine Co., 1360 Harvard St., San Francisco 3, (Coin counter)  
J. Schoenbach, 1647 Bedford Ave., Brooklyn 25, (Scale for counting pennies)  
Speed Sorter, 715 Pond St., Bristol, Pa. (Coin sorter)  
Standard Johnson Co., Inc., 373 Pacific St., Brooklyn 17, (Coin sorter-counter, electric and manual coin wrappers)

**Counters**

(See separate listings for Coin Receipts Handling Equipment)  
Electro Counter & Motor Co., 1713 N. Ashland, Chicago 22, (Stroke counter)  
Production Instrument Co., 700-42 W. Jackson Blvd., Chicago 6, (Mechanical & electrical stroke counters)  
Veeder-Root, Inc., 70 Sargeant St., Hartford 2, Conn. (Mechanical & electrical counter)

**Electrical Wiring & Components**

(See separate listing for lighting Accessories)  
Coleman Cable & Wire Co., 4515 W. Addison St, Chicago  
Holub Industries, Inc., 413 DeKalb Ave., Sycamore, Ill. (Wire connectors)  
Howard B. Jones Co., Division of Cinch Manufacturing Co., 2460 W. Georgia St., Chicago, (Jones plug)  
Littelfuse, Inc., 1865 Miner St., Des Plaines, Ill. (Fuses)  
Modelectric Products Corp., 1500 Bangs Ave., Asbury Park, N. J. (Wiring harnesses and assemblies)  
Runzel Cord & Wire Co., 4727 W. Montrose Ave., Chicago  
Self-Lok Corp., 37-37 57th St., Woodside 77, N. Y. (Harnesses, electrical assemblies)

**Finishing Materials**

Coating Products Co., 136 W. 21st St., New York  
E. I. Du Pont De Nemours & Co., Finishes Division, Wilmington 98, Del.  
J. Landau Co., 221 Wooster St., New York 12, (Hammertones & lacquers; enamels)  
Oakite Products, Inc., 19 Rector St., New York 66, (Cleaning, paint stripping, prepaint conditioning and sanitizing compounds)

**Fittings (Liquid)**

Hedeman Products, Inc., 117 Cutter Mill Rd., Great Neck, N. Y., (Brass fittings)  
Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, (Tube couplings)

**Hardware, Metal Parts**

Adjustable Caster Co., 1411 Walnut St., Philadelphia, (Casters)  
The Colson Corp., Cedar & Pine Sts., Elyria, O., (Casters, leg levelers)  
Hamilton Caster & Manufacturing Co., 1516 Dixie Highway, Hamilton, O., (Casters, wheels)  
Hedeman Products, Inc., 117 Cutter Mill Rd., Great Neck, N. Y.  
Hubbell Metals, Inc., 2817 Laclede Ave., St. Louis 3, (Fasteners: aluminum, brass, copper, stainless steel, steel)  
The Illinois Lock Co., 812 S. Ada St., Chicago 7, (Leg levelers)  
National Lock Co., 1902 Seventh St., Rockford, Ill. (Hardware)  
Production Screw & Nut Co., Inc., 2314 S. Damen Ave., Chicago 8, (Screens, nuts, washers, brads, bolts, socket sets, rivets)

**Lighting Accessories**

(See separate listing for electrical wiring & components)  
Dialight Corp., 60 Stewart Ave., Brooklyn 37, (Pilot lights)

Drake Manufacturing Co., 1713 W. Hubbard St., Chicago 22, (Lampholders, Jeweled indicating lights)  
General Electric Co., Electronics Park, Syracuse, N. Y. (Small lamps)

**Locks**

Arlin Products, Inc., 5435-37 State Line Ave., Hammond, Ind.  
Chicago Lock Co., 2024 N. Racine Ave., Chicago 14,  
Corbin Cabinet Lock Division, American Hardware Co., New Britain, Conn.  
Eagle Lock Co., Terryville, Conn.  
Hurd Lock & Manufacturing Co., 434 New Center Bldg., Detroit 2,  
Illinois Lock Co., 812 S. Ada St., Chicago 7,  
Independent Lock Co., 35 Daniels St., Fitchburg, Mass.  
Master Lock Co., 2600 N. 32d St., Milwaukee 45,  
National Lock Co., 1902 Seventh St., Rockford, Ill.  
Yale & Towne Manufacturing Co., Stamford, Conn.

**Lubricants**

Bijur Lubricating Co., Rochelle Park, N. J. (Lubricating system for small machine elements)  
Electrofilm, Inc., P. O. Box 106, North Hollywood, Calif. (Dry film lubricants)  
Scientific Lubricants Co., 3469 North Clark St., Chicago 13, (Anti-friction powder for slug rejectors, coin slides, etc.)

**Motors**

(Fractional Horsepower)

Barber-Coleman Co., 1200 Rock St., Rockford, Ill.  
Bodine Electric Co., 2254 W. Ohio St., Chicago 12,  
Electro Counter & Motor Co., 1713 N. Ashland, Chicago 22,  
General Die & Stamping Co., 32-14 Northern Blvd., Long Island, N. Y.  
Gleason-Avery, Inc., Aurelius Ave., Auburn, N. Y.  
Howard Industries, Inc., 1760 State St., Racine, Wis.  
Loral Electronics Corp., 794 E. 140th St., Bronx, N. Y.  
Merkle-Korff Gear Co., 213 N. Morgan St., Chicago 7,  
New England Gear Works, 2021 S. Eng Rd., Southington, Conn.  
Robco Corp., 27-01 Bridge Plaza North, Long Island, N. Y.  
Speedway Manufacturing Co., 1834 52d St., Cicero 50, Ill.

(Continued on page 96)



Also Available WALL MODELS

Horsecollar (15-21-50 pts.)  
Marvel Score (15-21 pts.)  
\$95.00 each

**ELECTRIC SCOREBOARDS SLIM JIM Model**

Maple Cabinet. Natural Finish

- ✓ Two-Faced
- ✓ Fits any Shuffleboard
- ✓ 2 Models 15-21 pts. 15-21 and/or 50 pts.
- ✓ Large metal ABT Coin Rejector Box
- ✓ Coin-operated—10¢ 1 Player or 10¢ 2 Player by simple plug switchover
- ✓ Aluminum Button Blocks
- ✓ Chrome Tube Supports

IMMEDIATE DELIVERY ..... \$139.50

Terms: 1/2 deposit, bal. C.O.D. or S.D.

**MARVEL MANUFACTURING COMPANY**

2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.

**MORE SHAFFER SPECIALS**

Fully Reconditioned—Ready for Location

**SEEBURG**

M100-B ..... \$565.00  
M100-A ..... 295.00  
148ML (Blonde) .... 95.00

**WURLITZER**

1500 ..... \$335.00  
1250 ..... 175.00  
1100 ..... 95.00

**AMI**

D-40 ..... \$219.00  
Model "C" ..... 175.00  
Model "A" ..... 95.00

**ROCK-OLA**

1442 Hi-Fi ..... Write  
1438 Comet ..... \$550.00  
1432 ..... 195.00

Be Sure to See the Sensational ALL-NEW SEEBURG V-200 SELECT-O-MATIC

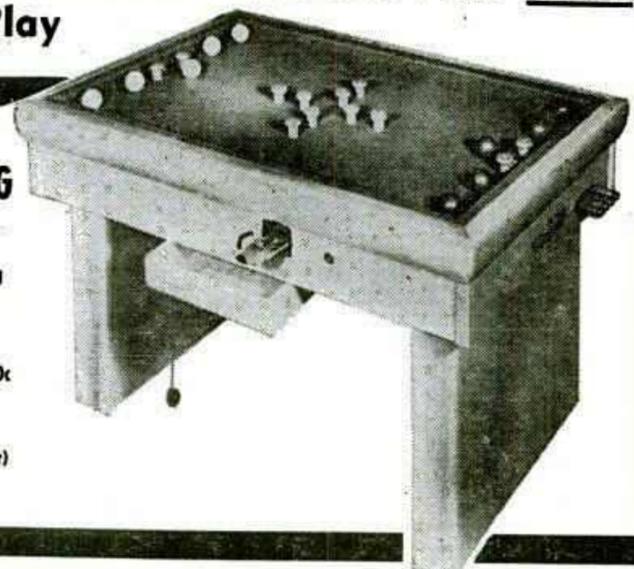
**Shaffer Music Co.**

In the Coin Machine Business Over 25 Years  
COLUMBUS, OHIO 849 N. High St. AXminster 4-4614  
CINCINNATI, OHIO 1200 Walnut St. MAIn 1-6310  
INDIANAPOLIS, IND. 1327 Capitol Ave. MEtrose 4-3571

VALLEY WAS FIRST TO MANUFACTURE AND ADVERTISE THE EXCITING PROFIT-MAKER SHOWN BELOW. IT'S THE HOTTEST GAME TODAY. WATCH THE OTHERS FOLLOW

Remains trouble-free after months and months of continuous operation. It's really trouble-free!

**VALLEY'S SENSATIONAL BUMPER POOL IS A SURE FIRE MONEY-TAKER and MONEY-MAKER FOR YOU! 2 or 4 Can Play**



**CHECK THESE OUTSTANDING FEATURES:**

- Positive Ball, Trip-Cheat Proof
- Hand Maple Construction
- Easy Assembly, No Electrical Hook-Ups
- Genuine Rubberized Back Billiard Cloth (for long wear, less tear)
- Valley's Self-Storing Cue Stick Holder
- Live Rubber for More Action
- A. B. T. Double 10¢ Coin Chute
- Service Free

**DIMENSIONS**

36" wide  
52" long  
32" high

Distributorships open in certain territories.

WRITE OR PHONE FOR COMPLETE DETAILS TODAY!

**VALLEY MANUFACTURING CO.**

333 Morton St., Bay City, Michigan Phone 8587 or 8588

# COIN MACHINE BUYER GUIDE

Continued from page 95

## BIG-BIG-BIG

Exhibit Skill Pool Williams Bank Shot  
Genco Tournament Pool  
IMMEDIATE DELIVERY!!!

### 5 BALLS

GOTT. TOURNAMENT  
WMS. SMOKE SIGNAL  
WMS. BANDWAGON  
WMS. CIRCUS WAGON

GOTTIES	
Gold Star	\$200.00
Diamond	195.00
Lill	145.00
Pastures	145.00
Lovely Lucy	135.00
Flying High	135.00
Shindig	135.00
Guys and Dolls	135.00
Marble	135.00
Queen	135.00
Grand Slam	110.00
Skill Pool	110.00
Chinatown	85.00
Quartet	110.00
Coronation	85.00
Knockout	49.50
Joker	49.50
Cinderella	49.50
King Arthur	49.50
College Daze	49.50

### BINGOS

UNITED PIXIES  
BALLY MIAMI BEACH

Gayety	\$445	Tahiti	\$175
Bigtime	525	Nevada	225
Variety	415	Beauty	140
Triple Play	Write	Frolics	130
Surf Club	250	Yacht Club	100
Ice Frolics	235	Palm Beach	100
Palm Springs	235	Atlantic City	100
Dude Ranch	220	Bright Light	95
Beach Club	190	Bright Spot	95
Rio	175	Coney Island	95
Havana	175	Golden Nugget	95
		Genco 400	55

### ARCADE

GENCO QUARTERBACK  
UNITED DERBY ROLL  
WILLIAMS KING OF SWAT  
GENCO CHAMPION BASEBALL  
UNITED SUPER SLUGGER

SIDEWALK ENGINEER	ROUND THE WORLD TRAINER
AUDIO PHOTO	HARVARD METAL TYPER
HYDRO DUCK GUN	EXHIBIT VACUUMATIC CARD VENDOR
Set Shot Basketball	Photomatic, Late
Voice-o-Graph	Williams Super Jet
3D Theatre	Chl. 4-Player Derby
Chicoin Super Home Run	Wms. Deluxe Baseball
Wms. Super World Series	Wms. Star Series
Exh. Ball-Score	Auto Drivemobil
Telequiz and Film	Auto. Flying Saucer
Goalee	Chl. Pistol
Exh. Dale Gun	Scientific Baseball
Mercury 13-Way Athletic Scale	Flash Hockey
Wms. Quarterback	Exh. Hi-Ball
Anti-Aircraft	Deco Space RANGER
Royal Mustang Horse	Exh. Big Bronco

### GUNS

GENCO SKYROCKET

Genco Wild West	\$395.00
Un. Del. Bonus	295.00
Genco Sky Gunner	135.00
Shoot the Bear	145.00
United DeLuxe Carnival	325.00
United Carnival	275.00
Genco Rifle Gallery	225.00
Williams Super Jet	295.00
Exh. Sportland	265.00

### PHONOGRAPHS

SEEBURG		AMI	
M100C	\$635.00	D-80	\$395.00
M100B	\$45.00	D-48	295.00
M100A	299.50	Model A	125.00

### SHUFFLE GAMES

UNITED SUPER BONUS	
United Banner, Match Score	\$325.00
United Speedy	320.00
United Comet, Match Score	320.00
United Comet, High Score	325.00
United Targette, Match Score	295.00
United Targette, High Score	265.00
United Ace, Match Score	295.00
United Rainbow, High Score	275.00
United Leader, Match Score	245.00
United League, High Score	225.00
United Imperial, Match Score	215.00
United Royal, High Score	190.00
United Classic, Match Score	140.00
United Olympic, High Score	125.00
United Clover, Match Score	125.00
United Cascade, High Score	125.00
United Super	89.50
Chi Coin Hollywood	525.00
Chicoin Holiday	495.00
Chicoin Criss Cross Bowler	275.00
Chicoin Starlite	295.00
Chicoin Super Frame Bowler	295.00
Chicoin King Bowler	275.00
Genco Match Pool	149.50
Genco Shuffle Pool	99.50
Bally Jet	350.00
Bally Gold Medal	455.00

### EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II

Illinois, Kentucky, Ohio, Indiana, Wisconsin.  
Order Now—for Early Delivery.

### COIN-COUNTER NEW STANDARD-RAPID

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee \$189.50

### BRAND NEW CLOSEOUTS

United Fifth Inning	Write
Genco 2 Player Basketball	\$325.00
Genco 4 Player Skee-ball	350.00
Mighty Mike Sparring Partner	795.00
Genco Silver Chest	125.00

1/2 deposit, balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

## Mounting Accessories

Jo-Lo Perfumatic Dispenser, Inc., 328 Stevens Ave., Jersey City 5, N. J. (Self-attaching adhesive mountings)  
Self-Lok Corp., 37-37 57th St., Woodside 77, N. Y. (Brackets and mounting plates)  
Silver King Corp., 1529 New York St., Aurora, Ill. (Metal adjustable straps for securing vending machines to wall)

## Moving Equipment

Anthony Co., Streator, Ill. (Tailgate loaders)  
E. W. Bushman Co., Clifton & Spring Grove, Cincinnati 32. (Hand trucks)  
Cleveland Vehicle Co., Cleveland. (Electric truck)  
The Colson Corp., Cedar & Pine Sts., Elyria, O. (Portable elevator, hand trucks)  
East River Wire Works, 39-40 21st St., Long Island, N. Y. (Protective truck screens)  
Electric Dolly Manufacturing Co., Box 285, Milroy, Ind. (Electric dolly)  
Hamilton Caster & Manufacturing Co., 1516 Dixie Highway, Hamilton, O. (Appliance, factory & warehouse trucks)  
Iden Manufacturing Co., 650 N. Kedzie, Chicago 12. (Dollies, trucks, flame-wrap padded protective covers, furniture pads)  
Lewis-Shepard Products, Inc., 125 Walnut St., Watertown 72, Mass. (Hand truck)  
Magline, Inc., P. O. Box 361, Pinconning, Mich. (Hand truck)  
National Lift Co., Wayne, Mich. (Elevated tail gate)

Precision Equipment Co., 3714 N. Milwaukee Ave., Chicago. (Lift truck)  
U. S. Products, Inc., Columbus, Ind. (Hand trucks)  
Vend Corp., 2828 Newell St., Los Angeles 39. (Tailgate loader)

## Penny Mechanisms

A. B. T. Manufacturing Co., 715 Kedzie, Chicago.  
Continental Coin Devices, Inc., 3203 S. Austin Blvd., Chicago 50.  
National Rejectors, Inc., 5100 San Francisco, St. Louis 15.

## Postage Stamp Holders

Federal Dispenser Corp., 6305 Yucca St., Los Angeles  
Shipman Manufacturing Co., 1326 S. Lorena St., Los Angeles  
Style-Craft Industries Co., 1520 E. Elizabeth Ave., Linden, N. J.

## Relays, Solenoids

Amperite Co., Inc., 561 Broadway, New York 12. (Differential relay)  
Automatic Electric Sales Corp., 1033 W. Van Buren St., Chicago 7. (Relays)  
R. W. Cramer Co., Inc., Box 44, Centerbrook, Conn. (Relays)  
Durakool, Inc., 1010 N. Main, Elkhart, Ind. (Relays)  
Electric Sales Corp., 1033 W. Van Buren St., Chicago 7. (Relays)  
Guardian Electric Manufacturing Co., 1621 W. Walnut St., Chicago. (Relays and solenoids)

Hedeman Products, Inc., 117 Cutter Mill Rd., Great Neck, N. Y. (Relays and solenoids)  
Mercury Contacts, Inc., P. O. Box 615, Far Hills Station, Dayton 9, O. (Relays)

Modelectric Products Corp., 1500 Bangs Ave., Asbury Park, N. J. (Relay boxes)  
Phillips Control Corp., 59 W. Washington St., Joliet, Ill. (Relays and solenoids)  
Potter & Brumfield, Princeton, Ind. (Relays)

RBM Division, Essex Wire Corp., Logansport, Ind. (Relays)  
Relay Service Co., 1312 N. Crawford Ave., Chicago 51. (Relays)

Sealelectric Switch & Relay Division, Williams Manufacturing Co., 4242 Filmore St., Chicago 24. (Relays)  
Soreng Products Corp., 9555 Soreng Ave., Schiller Park, Ill. (Relays and solenoids)

West Coast Electrical Manufacturing Corp., 223 W. 116th Place. (?)

## Servicing Aids

Clark Service Co., 520 Colford Ave., West Chicago, Ill. (Service tray)  
Durable Fibre Case Co., 207-9 Wooster St., New York 12. (Candy tray, carry-all tray, peanut carrier, cigarette carrier)  
Carl F. Everett Co., 419 Plum St., Aurora, Ill. (Carrying unit for globe assembly of bulk vendors, carry-all handle)  
G. B. Macke Corp., 212 H St., N. W., Washington. (Candy carrying tray)  
Product Engineering Labs Co., Inc., 314 Adams St., Newark, N. J. (Tote box for small parts)  
Taylor Wire Products Co., 1100 Armstrong, St. Louis 4. (Carrier for cup drinks)

## Slug Rejectors

A. B. T. Manufacturing Corp., 715 N. Kedzie, Chicago.  
National Rejectors, Inc., 5100 San Francisco, St. Louis 15.

## Switches

Aero Manufacturing Co., Aero Switch Division, 2040 E. Main St., Columbus, O.  
Almo Manufacturing Co., 477 Washington St. Newark 2, N. J.  
Automatic Electric Sales Corp., 1033 W. Van Buren St., Chicago 7.  
Durakool, Inc., 1010 N. Main St., Elkhart, Ind.  
Eisler Engineering Co., Inc., 771 S. 13th St., Newark 3, N. J.  
Electric Switch Corp., 11th & Michigan, Columbus, Ind.  
General Control Co., 1200 Soldier Field Rd., Boston 34.  
General Electric Co., Construction Materials Division, 1285 Boston Ave., Bridgeport 2, Conn.  
Guardian Electric Manufacturing Co., 1621 W. Walnut St., Chicago  
H-B Instrument Co., Inc., 4301 N. American St., Philadelphia  
Mack Electric Devices, Inc., 44 Glenside Ave., Wyncote, Pa.  
Mercoild Corp., 4201 Belmont Ave., Chicago 41.  
Mercury Contact, Inc., P. O. Box 615, Far Hills Station, Dayton 9, O.  
Micro Switch Division, Minneapolis Honeywell Regulator Co., Freeport, Ill.  
Monarch Tool & Manufacturing Co., 5 E. Third Street, Cincinnati.  
Mu-Switch Division, Aero Manufacturing Co., 38 Pequist St., Canton, Miss.  
Powers Switch Co., 82 Pleasant St., Watertown 72, Mass.  
Recora Co., 56 W. 103d St., Chicago 28.  
Relay Service Co., 1312 N. Crawford Ave., Chicago 51.  
Sealelectric Switch & Relay Division, Williams Manufacturing Co., 4242 Filmore St., Chicago 24.  
Slater Electric & Manufacturing Co., Inc., 37th Ave. & 56th St., Woodside, L. I., N. Y.  
Soreng Products Corp., 9555 Soreng Ave., Schiller Park, Ill.  
Unimax Division, W. L. Maxxon Corp., 460 W. 34th St., New York 1.

## YOU CAN RELY ON

# SKEE-BALL

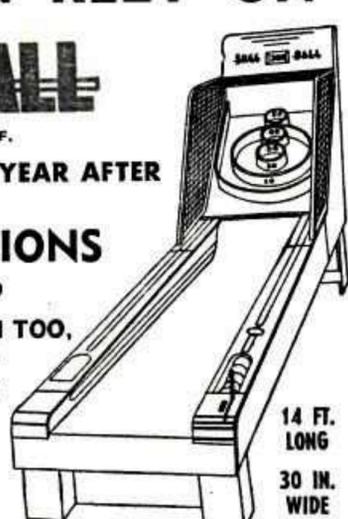
REG. U.S. PAT. OFF.

### FOR STEADY INCOME YEAR AFTER YEAR IN ALL LOCATIONS

RELIABLE IN OPERATION TOO, WITH MORE IMPROVED MECHANISMS FOR 1955

### FASTER PLAY WITH THE NEW "WINNER LITE" FEATURE

## IF IT'S PROFITS YOU WANT—BUY SKEE-BALL



14 FT. LONG  
30 IN. WIDE

**PHILADELPHIA TOBOGGAN CO.**  
130 E. DUVAL ST., PHILA. 44, PA  
Amusement Devices Since 1904

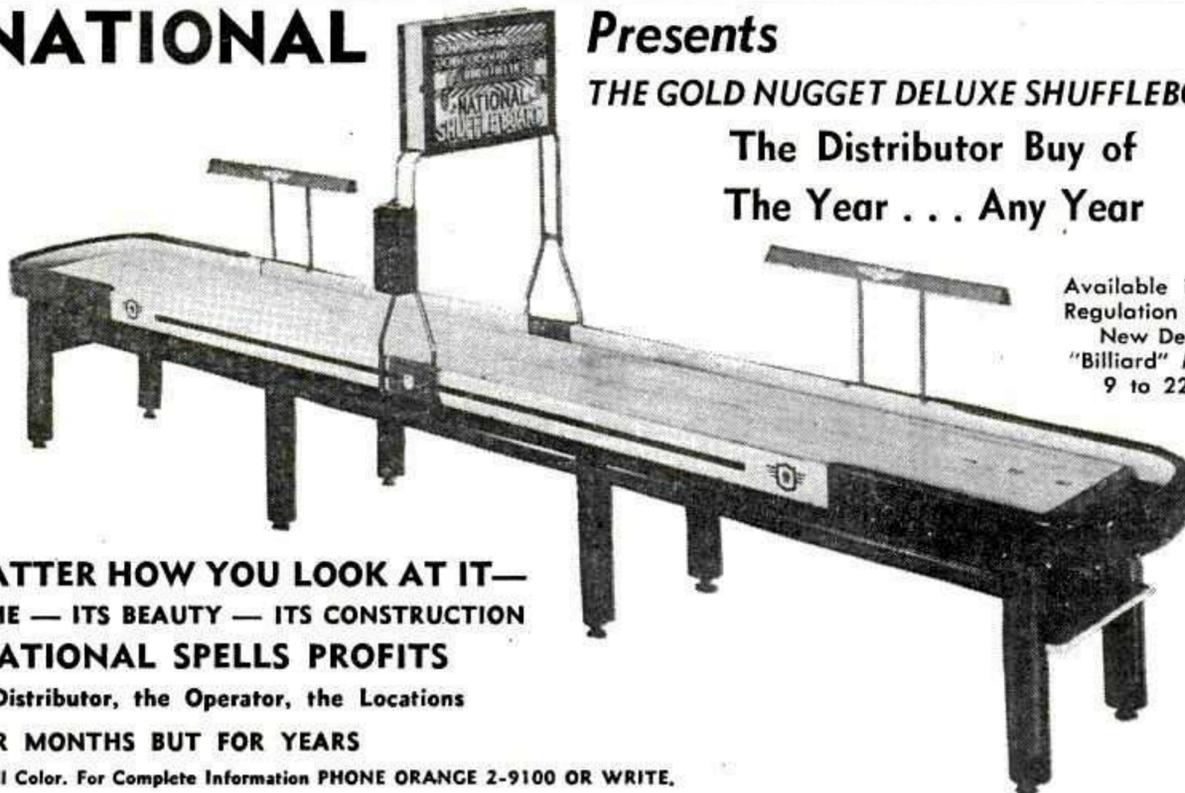
when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

# NATIONAL

## Presents

### THE GOLD NUGGET DELUXE SHUFFLEBOARD

## The Distributor Buy of The Year . . . Any Year



Available in both Regulation and the New Deluxe "Billiard" Models. 9 to 22 Ft.

**NO MATTER HOW YOU LOOK AT IT—THE GAME — ITS BEAUTY — ITS CONSTRUCTION NATIONAL SPELLS PROFITS**

For the Distributor, the Operator, the Locations

**NOT FOR MONTHS BUT FOR YEARS**

See It in Full Color. For Complete Information PHONE ORANGE 2-9100 OR WRITE.

# NATIONAL SHUFFLEBOARD COMPANY

Orange, New Jersey

## Tools

Holub Industries, Inc., 413 DeKalb Ave., Sycamore, Ill. (Wire strippers)  
Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7. (Tube working tools)  
P. K. Neuses, Inc., North Euclid & Dyer Sts., Arlington Heights, Ill. (Burnishing tools, insulated for electrical contact)  
Penn Brass & Copper Co., 20th St. & Powell Ave., Erie, Pa. (Tube flaring tools, tube cutting tools)

## Waste Receptacles

Atlas Products Co., 3825 S. Racine Ave., Chicago 9.  
Bennett Manufacturing Co., Railroad St., Alden, N. Y.  
F. H. Lawson Co., Evans & Whately Sts., Cincinnati 4  
J. V. Patten Co., 550 DeKalb Ave., Sycamore, Ill.  
U. S. Industries, Inc., 6 N. Michigan Ave., Chicago.  
United Metal Box Co., 168 Seventh St., Brooklyn 15.

**GENEROUS TRADE-IN ALLOWANCE**  
 For Your Old Typewriter on a  
**NEW IMPROVED HARVARD METAL TYPER**  
 Discs to fit Standard Machines,  
 \$10.95 per thousand rolled.  
**HARVARD AUTOMATIC MACHINE CO.**  
 1605 E. 28th St. Lorain, Ohio

**SAM SOLOMONS SPECIALS!**  
 Immediate Delivery  
**GENCO'S QUARTERBACK EXHIBIT'S SKILL POOL UNIVERSITY COIN MACHINE EXCHANGE**  
 858 N. HIGH ST., COLUMBUS 8, O.  
 Tel.: AXminster 4-3529

**POOL GAME**  
**POOL GAME**  
 WRITE OR CALL NOW FOR THE LATEST COIN MACHINE SENSATION!  
**POOL GAME**  
 at (ASCME)  
**ALL STATE COIN MACHINE EXCHANGE**  
 2317 North Western Ave. Chicago 47, Illinois  
**POOL GAME**

**First Round**  
 • Continued from page 84

(9). The granting of the interlocutory injunction means that until the case is finally resolved—which may be months—Silco and not Abco will have the right to operate on the locations in question.

As soon as the ruling was filed, Abco appealed the decision. Judge Stanton's ruling also provided that Abco be enjoined from placing vending equipment on any other Silco location covered by contract, and from selling cigarettes in any form on any Silco locations, pending final determination of the case.

**Contract Rights**  
 The judge said that Abco had done "immediate, substantial and irreparable injury" to the plaintiff, that it had violated property and contract rights, that it had induced the locations to violate contracts, and that its actions had been "unjustifiable and wrongful."

In contesting the injunction, Abco had contended that it had only violated contracts which it had considered invalid. The Abco affidavit also admitted that it would back the location in any legal action which might develop as a result of signing the contract.

Judge Stanton based his decision on the Abco affidavit, which admitted these two points.

**Venders Remain**  
 According to a Silco executive, Abco did not move out its equipment after the ad interim restraint was issued, and still has not taken away its venders.

Seymour Margulies, attorney for the plaintiff, pointed out that since the first restraint was issued, Abco jumped two more locations which were under contract to Silco.

Cigarette operators thruout New Jersey will be watching this case, as it marks the first time that large-scale legal action has been taken involving alleged contract breaches by locations.

**TAKE IN HEAP BIG PROFITS!**  
 WITH *Williams* **SMOKE SIGNAL**

**MAKE 'EM**  
 5 Balls in SKILL HOLE for 1 Replay  
 • Ball in Skill Hole when "Smoke Signal" is made scores 5 Replays • TWO "Special" (when lit) Rollovers • ONE "Special" (when lit) Kickout Hole • Center Top Rollover and Center Hole in playfield each spot letters to help spell out S-M-O-K-E  
 • S-I-G-N-A-L for 1 Replay  
 • Spelling Smoke Signal completely, lights Skill Hole to score 5 Replays when made.

**New HANDSOME Super DELUXE CABINET**

*Order SMOKE SIGNAL Today!*

**Williams MANUFACTURING COMPANY**

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

THE "The Amusement Industry's  
**BILLBOARD** Leading Newsweekly"  
 ... with Audited Paid Circulation to match!



•  
 •  
 •  
**THE NEW A.M.I. MODEL G**

**OPEN HOUSE ...**  
**SATURDAY, SEPTEMBER 24th**  
**SUNDAY, SEPTEMBER 25th**

**Refreshments Served! Gifts for All!**

All operators, their families and servicemen are cordially invited. Make a date now for September 24th and September 25th.

**SEE IT—HEAR IT ... THE NEW A. M. I. Model G 80-G 120**

**ALSO ON DISPLAY—NEWEST TYPES OF GAMES**

**NOTE: Evansville Operators—visit showroom of CARL J. SPEIS 314 W. Columbia**

**Special Note: Operators of Columbus, Ohio, and surrounding territory, see the new Model G at our Cincinnati showroom.**

**SOUTHERN AUTOMATIC MUSIC CO., Inc.**  
 LOUISVILLE, KY., 735 S. Brook St. CINCINNATI, OHIO, 1000 Broadway  
 LEXINGTON, KY., 1535 Delaware Ave. INDIANAPOLIS, IND., 129 W. North St.

**ATTEND SHOWING AT OFFICE NEAREST YOU**

**A. M. I. MODEL "C"** ..... \$175  
**WURLITZER 1100** ..... 155  
**WURLITZER 1500** ..... 295

RECONDITIONED—REFINISHED LIKE NEW!  
 Terms: 1/3 Dep., Bal. C.O.D.



**ATLAS MUSIC COMPANY**  
 A Quarter Century of Service.  
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

### Indianapolis Drops Dime Play

Continued from page 76

Indianapolis is rapidly becoming a solidly nickel territory again. The move to dime play was planned in July during an informal assembly of local operators. Indianapolis is without an organized association. At that time, operators agreed increased costs of equipment and operating compelled them to up the 5-cent toll.

They were unanimous in asserting it was nearly impossible to operate a juke box route on nickel play. A majority of them admitted without the help of other types of machines, such as amusement games and vending equipment, survival would be difficult, if not impossible.

Contemplated to orient public opinion was an elaborate newspaper advertising campaign, which would have stressed the doubled and even tripled costs of operating, particularly with respect to such items as records, needles, phonographs, labor and taxes. The program died before it got rolling.

**Distrib Support**

At its inception, the move enjoyed strong distributor support in the Hoosier capital. And altho movement of new equipment began slowing down, distributors still argued that dime play was good for operators. They pointed out the easier it was for operators to meet their financial obligations, the easier it was for a distributor to grant more credit. However, "doubt" won out, and Indianapolis is going back to nickel play.

Dime play in Indiana is now almost wholly limited to Gary, the State's second largest city. Fourth among Indiana metropolitans, South Bend is now experimenting with a mixed 5 and 10-cent arrangement, plans to go to straight dime play in the near future.

**Panoram Operators!**  
**FOR SALE**  
 Overhauled Projectors for Spares. We carry a full line of Panoram Parts.  
**Phil Gould**  
 283 Market St. Newark, N. J. Market 2-4275

**GIVE TO DAMON RUNYON CANCER FUND**

### Largest Stock in the World of KIDDIE RIDES

- New and Used
- 100% Guaranteed
- Trades Accepted
- Easy Terms Arranged
- Send for Complete List

**SPECIALS**  
 10 AMI E-120 Write or Call  
 60 SWAMIS \$9 each

**WANTED: LATE USED UNITED and BALLY SHUFFLE ALLEYS**  
**WRITE—WIRE—PHONE**  
**Redd** 298 Lincoln St., Allston 34, Mass.  
**DISTRIBUTING CO.** ALgonquin 4-4040  
 Exclusive distributors for **WURLITZER — BALLY — UNITED**

**GIVE TO DAMON RUNYON CANCER FUND**

**EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT**

BINGOS	UNITED BOWLERS
Atlantic City ..... \$ 90.00	Olympic ..... \$100.00
Bally Beauty ..... 140.00	Cascade ..... 85.00
Beach Club ..... 165.00	10th Frame Stars ..... 85.00
Dude Ranch ..... 250.00	10th Frame ..... 70.00
Spot Lites ..... 50.00	Stars ..... 55.00
Surf Club ..... 255.00	
Yacht Club ..... 110.00	
Variety ..... 410.00	

CHICAGO COIN BOWLERS	ARCADES
Blinker Bowler ..... Write	Bally Big Inning ..... \$100.00
Flash Bowler ..... \$345.00	Ex. Carnival Gun ..... 325.00
Super Frame Bowler ..... 285.00	Silver Gloves ..... 175.00
Advance Bowler ..... 185.00	Seeburg Coon Hunt ..... 225.00
Double Score Bowler ..... 95.00	Sidewalk Engineer ..... Write
Name Bowler ..... 75.00	Goatee ..... 90.00
Super Match Bowler ..... 75.00	Super Jets ..... 295.00
Match Bowler ..... 55.00	Dale Gun ..... 45.00
Cross Cross Target ..... 275.00	Spark Plug ..... 75.00

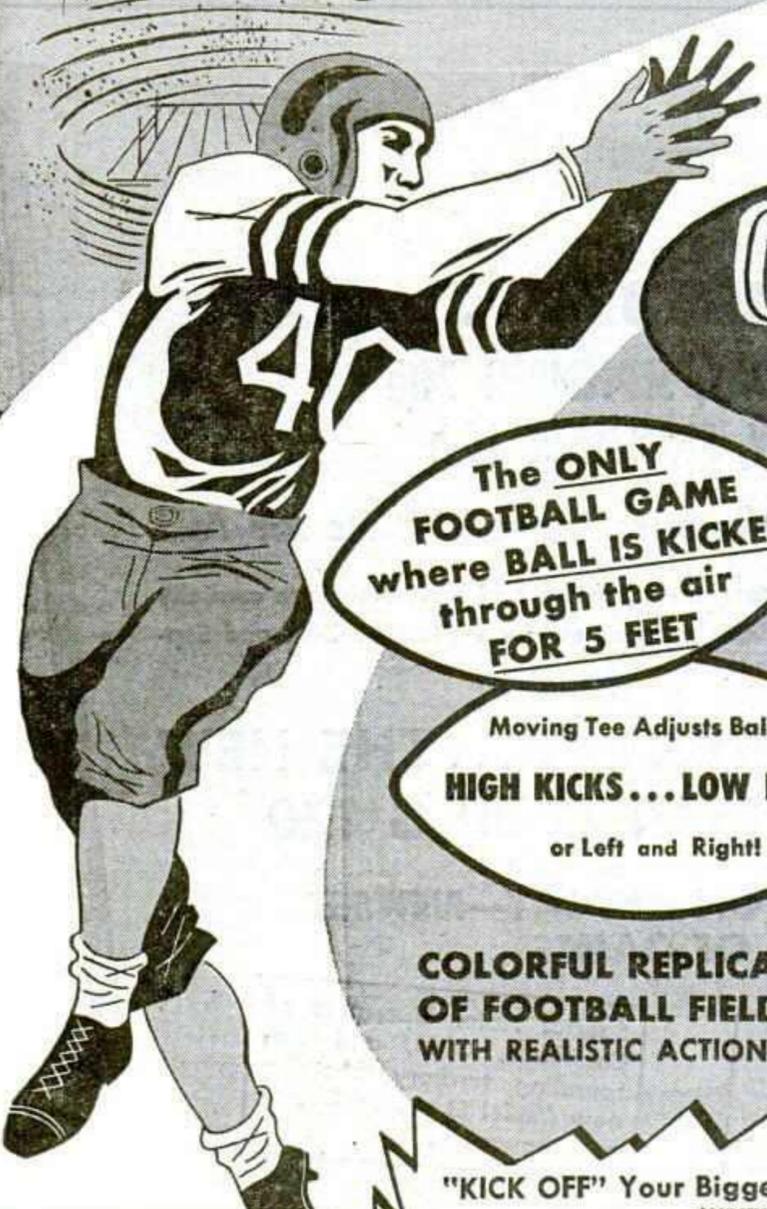
MUSIC
AMI Model A ..... \$125.00
AMI Model B ..... 175.00
AMI Model D-80 ..... 385.00
AMI Model E-120 ..... 525.00
Seeburg M100A ..... 245.00
Seeburg M100B ..... 525.00
Seeburg HF100G (like brand new) 775.00

1/3 Deposit With Order—Balance C.O.D. or Sight Draft.

**Monroe COIN MACHINE EXCHANGE, INC.**  
 2423 PAYNE AVENUE, CLEVELAND 14, OHIO ★ [Tel. Superior 1-4600]

# A GENCO EXCLUSIVE

1 1/2" BALL IS ACTUALLY KICKED THRU THE AIR!



**GENCO'S NEW, ACTION PACKED QUARTERBACK**  
 ALL-LOCATION FOOTBALL GAME

**THE ONLY FOOTBALL GAME where BALL IS KICKED through the air FOR 5 FEET**

TESTED AND PROVED IN TAVERNS THROUGHOUT THE COUNTRY

Moving Tee Adjusts Ball for **HIGH KICKS... LOW KICKS** or Left and Right!

**"SUPER TOUCHDOWNS"** score 20-30-40-50 or 100

**"ROSE BOWL"** scores 100 TOUCHDOWNS and REPLAY! (adjustable)

**SEE IT NOW!**

★ Ball Moves 10-20-50 Yards at a Time  
 ★ Moving Lights Show Position of Ball  
 ★ Scores from 1 to 100 Touchdowns at a Time  
 ★ 8 Downs per Game (4 each Half)—Adjustable to 4 Downs

MATCH PLAY WITH OPTIONAL REPLAY... OR ADJUSTABLE TO MULTIPLE REPLAY

"KICK OFF" Your Biggest Season with "QUARTERBACK"  
 WRITE, WIRE OR PHONE YOUR GENCO DISTRIBUTOR TODAY!

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois

Be sure to attend the . . .  
**PAN-O-RAMA**  
 PREMIERE SHOWING OF THE NEW  
**CAPITOL'S GIANT SCREEN MOVIE MACHINE**  
 The Board Room — Park Sheraton Hotel,  
 7th Avenue and 55th Street, N. Y. C.  
 September 20 to 24 inclusive. 1:00 P.M. to 11:00 P.M.  
 Refreshments

**CAPITOL PROJECTOR CORPORATION.** 556 W. 52 Street  
 New York 19, N. Y.  
 If you can't make it, wire or write for the complete PAN-O-RAMA story.

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

SHUFFLE ALLEYS		ARCADE	
Bally Blue Ribbon	Write	Exhibit Sportland (Moving Target)	\$225.00
Bally Gold Medal	Write	Genco (Moving Target) Rifle Gallery	249.00
Chi. Coin Bonus Score Bowler	Write	Keeney Sportsman (Moving Target)	249.50
Bally Magic Bowler	Write	Williams Safari	425.00
Bally Jet Bowler	Write		
Chicago Coin Startlight	\$295.00		
United Cascade	100.00		
Keeney Pacemaker	165.00		
Chi Coin Criss Cross Target	235.00		
MUSIC		SPECIAL WHILE THEY LAST	
Rock-Ola 1448	Write	18 Midget Racers	\$125.00
Rock-Ola Hi-Fi Select	\$725.00	9 Midget Movies	125.00
Rock-Ola Comet 1438, 120 Select	\$99.50	2 Ducks	125.00
Seaburg M-100A	295.00	1 Tank	150.00
Seaburg 100BL	495.00	2 Trains	150.00
Wurlitzer 1100	125.00	2 Palomino Ponies	125.00
		2 Chi Coin Super Jets	225.00
		1 Rocket Patrol	75.00
ARCADE		PINBALLS	
Bally (Kiddie Gun) Bulls Eye	Write	GAYTIME	WRITE
Chicago Coin Deluxe (Baseball)	Write	GAYETY	\$445.00
Bulls Eye	Write	Variety	425.00
Chicago Coin (Baseball) Bulls Eye	Write	Atlantic City	95.00
Bally Hot Rod	Write	Palm Spring	250.00
		Surf Club	285.00
		Ice Frolic	250.00
		United Rio	125.00

**CALDERON DISTRIBUTING Co.**  
 450 Massachusetts Avenue  
 ME-Irose 4-8468  
 Indianapolis, Indiana

**YOUR AMERICAN RED CROSS IS ALWAYS  
 AFTER TRAGEDY STRIKES**

**Price Index**

Continued from page 83

	HIGH	LOW	Times Advt'd
Uneeda Candy (6 col.)	65.00	65.00	4
Uneeda Model E (6 col.)	75.00	75.00	4
Uneeda Model E (8 col.)	80.00	80.00	4
Uneeda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	4
Victor Model V, B/G Wheel	8.50	8.50	4
Victor 1c Baby Grand	8.50	7.50	4
Victor Rocket Sc.	10.00	10.00	1

**Genco Appoints  
 Denver Distrib**

CHICAGO, Sept. 17.—The R. F. Jones Company, Denver office, has been named as a new distributor for Genco Manufacturing and Sales Company in the Denver area. Ralph Perrin heads the Denver office of the R. F. Jones firm. The company will handle the new Genco football and coin pool games and other Genco products.

**To Show Panorama**

NEW YORK, Sept. 17.—Sam Goldsmith, Capitol Projectors executive, announced that only the Panorama will be displayed at the firm's showing at the Park-Sheraton Hotel, Tuesday thru Saturday (20-24). Previous information had been that the full line would be displayed.

**Top Quality--Lowest Prices--WORLD WIDE**

**NEW GAMES**

Bally MIAMI BEACH  
 United PIXIES  
 United PYRAMID  
 United SUPER BONUS  
 Bally KING PIN  
 Bally CONGRESS  
 Gottlieb TOURNAMENT

**BINGOS**

NEVADA ..... \$195  
 HAWAII ..... 175  
 TROPICS ..... 135  
 RIO ..... 135  
 CABANA ..... 95  
 STARS ..... 45  
 LEADER ..... 45  
 PALM BEACH ..... 95  
 DUDE RANCH ..... 210  
 SPOT-LITE ..... 55  
 FROLICS ..... 135  
 PALM SPRINGS ..... 225  
 ICE FROLICS ..... 225  
 ATLANTIC CITY ..... 110

**LATE  
 SHUFFLES**

LIGHTNING ..... \$395  
 DLX. MERCURY ..... 245  
 DLX. 11TH FRAME ..... 235  
 BANNER ..... 310  
 ACE ..... 285  
 LEADER ..... 225  
 C.C. TRIPLE SCORE ..... 95  
 C.C. DOUBLE SCORE ..... 75  
 C.C. 6 PLAYER ..... 50  
 Keeney DOMINO ..... 75

**UNITED 5th INNING**

4 PLAYER SKEE-SKILL TARGETTE GAME.  
 PLAYERS RUN BASES — SCORES  
 SINGLES — DOUBLES — TRIPLES —  
 HOME RUNS.

**VERY, VERY  
 SPECIAL PRICE**

New '56 Model

**ACE  
 COIN COUNTER**

Weight 8 Lbs. Counts  
 1¢-5¢-10¢-25¢  
 Only \$149.50

**SPECIAL!**

Genco 400 ..... \$ 55  
 Genco GOLDEN NUGGET ..... 75  
 Ex. SHOOTING GALLERY ..... 175

Terms: 1/3 Deposit,  
 Balance Sight Draft



when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

**A FLOWING WELL OF PROFITS! . . . GOTTLIEB'S  
 WISHING WELL**

**EARN A SHOWER OF COINS  
 FROM THIS FOUNTAIN!**

- 4 Advance Targets When Hit Change Colored Lights.
- Hitting Any Target 4 Times Lights Hole for Special
- Lining Up All Targets On Same Color Lights Hole for Super Special.
- 8 Rollovers Advance Corresponding Target.
- 3 Light Up Rollovers for High Score.
- 2 Light Up Rollovers for Super High Score.

2 Cyclonic Kickers      2 Super Powered Flippers      3 Rotating-Light Pop Bumpers

**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE.  
 CHICAGO 51, ILLINOIS

# Bally® BIG bowlers earn BIG money

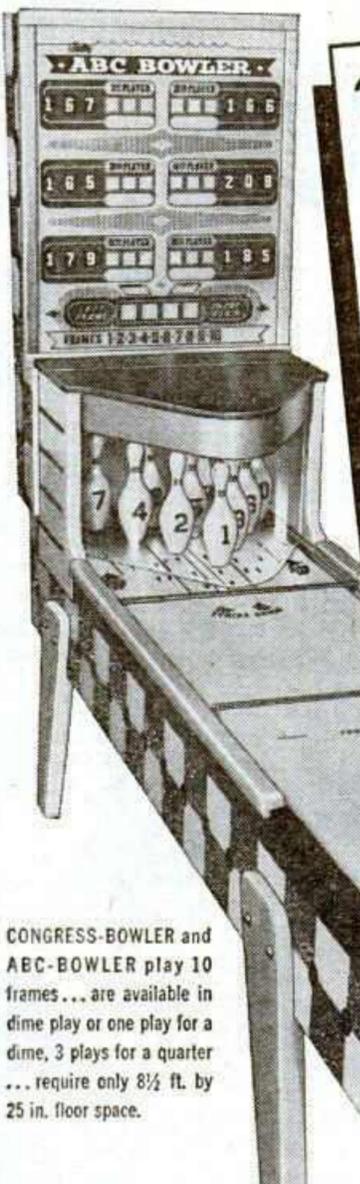
Pick the Ballyowler best for each location . . . your choice of Official Scoring or Speed-Control Scoring . . . with or without match-score features . . . dime-play or three-plays-for-a-quarter. All 4 Ballybowlers are location-proved big money-makers.

## POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high . . . as 20,000,000 bowlers and their millions of non-bowling friends . . . discover the fun and fellowship . . . and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER on location now . . . or CONGRESS-BOWLER for added attraction of match-score features.

## THRILLING SPEED-CONTROL SCORES

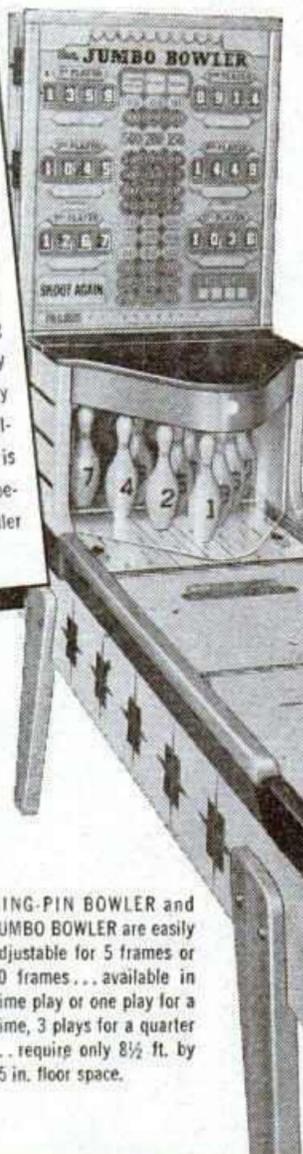
NOW popular 4-digit shuffle-bowling . . . with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring . . . is more fun than ever . . . on newest Bally-bowlers with sensational king-size pins and hefty, he-man giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.



CONGRESS-BOWLER and ABC-BOWLER play 10 frames . . . are available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

**New KING-SIZE Pins**  
**New OVER-SIZE Puck**

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.



KING-PIN BOWLER and JUMBO BOWLER are easily adjustable for 5 frames or 10 frames . . . available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

**FAMOUS De Luxe FEATURES**

ALL 4 BALLYBOWLERS feature flashy light-up scores with high-speed totalizing; beautiful club-styled cabinets, ruggedly constructed for years of money-making operation; popular 7-10 pickup; genuine Formica playfield; hinged pin-hood, doors and playfield with easy-up elevator; speedy pin reset; quiet operation; sturdy, trouble-proof mechanism.

## ABC bowler

WITH MATCH-SCORE FEATURES  
**Congress bowler**

## JUMBO BOWLER

**KING-PIN BOWLER**  
WITH TRIPLE MATCH FEATURES

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

REMEMBER THE GREAT EXCITEMENT when we introduced "Flash-O-Matic" Scoring.....

...**NOW** ANOTHER FIRST!...

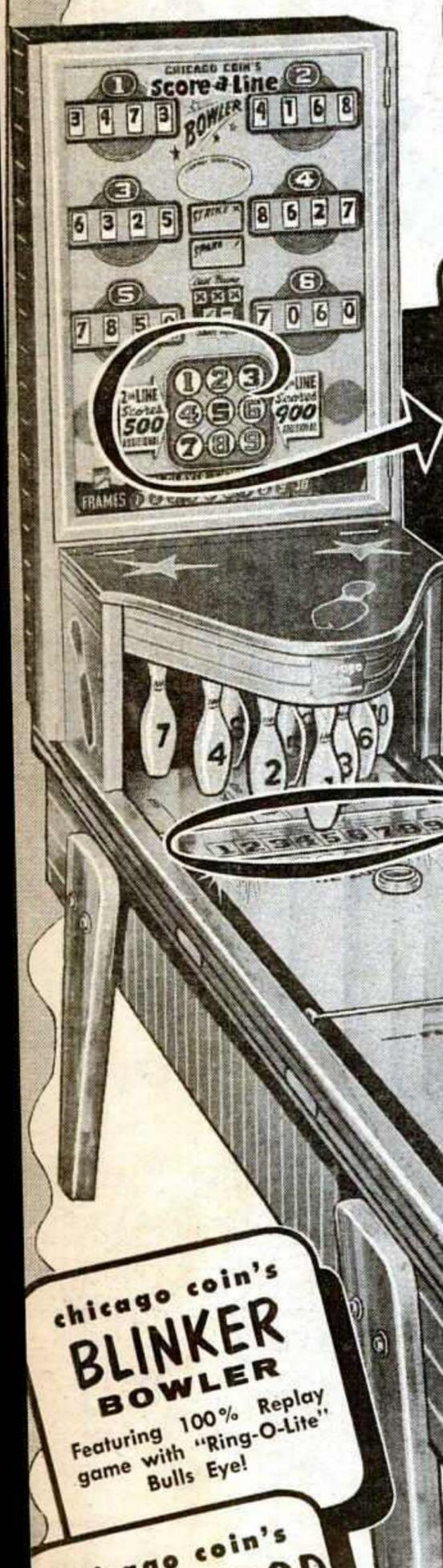
**chicago coin**  
Presents Their Newest Sensation...

# Score-a-Line

## BOWLER

with **NEW**

**"Number-Lite"**  
SCORING



**1** Player by skillfully timing his shots to strike pins simultaneously with a lit number on the "Number-Lite" panel on playfield lites up a duplicate number on Number Panel contained on back glass!

**NEW GIANT SIZE PUCK**

**2** Player by skillfully lighting up any 2 numbers in line scores 500 additional points!

**3** Player by skillfully lighting up any 3 numbers in line scores 900 additional points!

**4** Tournament style playing method... each player up shoots 3 consecutive frames before the next player gets his turn!

**5** Player gets 500 points for a strike!

**6** Player gets 350 points for a spare!

**7** Strike in 10th frame followed by 2 strikes scores the same as any other 3 frames!

chicago coin's **BLINKER BOWLER**  
Featuring 100% Replay game with "Ring-O-Lite" Bulls Eye!

chicago coin's **HOLLYWOOD BOWLER**  
Featuring flashing "Hollywood Beauties"! Animated back glass indicates additional scoring!

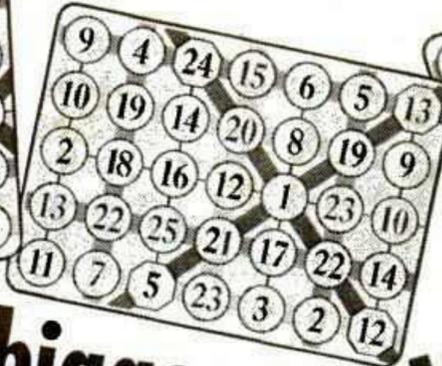
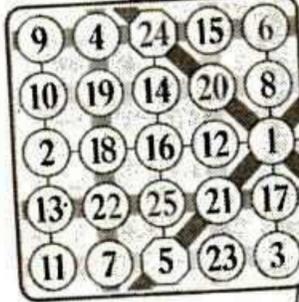
All Steel Front Door— National "Slug Rejector" Coin Chute

4 Drum Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago coin**  
MACHINE COMPANY

# AMAZING NEW MAGIC CARD



grows bigger

and bigger and bigger



Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

\$o do operators' earnings

**SUPER-X**  
BOOSTS 3-IN-LINE  
TO 5-IN-LINE  
RED AND YELLOW  
SUPER-LINES  
BOOST 3-IN-LINE  
TO 4-IN-LINE

**SELECT-A-SPOT**  
**X-CORNERS**  
SCORE 100 OR 300  
ADVANCING SCORES  
EXTRA-BALLS

BALLY MANUFACTURING COMPANY  
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

# MIAMI BEACH BY Bally®



# UNITED'S PIXIES



**BIG, NEW  
BUILD-UP  
FEATURE**

**8**

**BALLS  
NEXT  
GAME**

## New, Double-Scoring DIAGONAL FEATURE

First coin lites large card  
Second coin lites diagonals

With Diagonal Panel lit  
Player can obtain Regular Card  
scores PLUS Diagonal scores  
Player can score up to

**12**

3-IN-LINE SCORES  
ALSO  
4-IN-LINE SCORES

3-IN-LINE SCORES 4-IN-LINE  
4-IN-LINE SCORES 5-IN-LINE

Lite-A-Name Feature  
Advancing Scores  
Number Selection Feature  
UMC PENNANT FEATURE  
4-Corners Score 5-in-Line  
Extra Balls

**SEE YOUR  
DISTRIBUTOR**

OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

**6 PLAYER  
SHUFFLE ALLEY  
BOWLING GAMES**

**VENUS  
Shuffle Targette**  
Smooth, Quiet  
Skee-Skill Game

**DERBY ROLL**  
2-Player Rubber Ball  
Roll Down Game with  
Race Horse Animation

**SUPER  
SLUGGER**  
Animated  
Baseball Game

**FIFTH INNING**  
4-Player  
Baseball Game



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**UNITED  
OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS**

NOW **4** GREAT, NEW

**SEEBURG DEVELOPMENTS**

**1. 200 selections**

**2. the world's first dual music system**

**3. Tormat memory unit**

**NO MOVING PARTS • PERMANENTLY SEALED  
GUARANTEED 5 YEARS**

**4. Revolving-drum program selector**

See other 2-page advertisement in  
this issue for more information on these  
great Seeburg developments

**America's finest and most complete music systems**

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois